

The NATIONAL UNDERWRITER

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September 24, 1960

64th Year, No. 39

RUSSELL AWARD TO CECIL NORTH

NALU Drops Midyear, Effective '62; Blumberg Named Secretary

By ROBERT B. MITCHELL

Most of the matters that had NALU convention-attenders waiting with bated breath were packed into the last hours of the annual meeting that wound up its deliberations Friday of last week.

The big matter bearing on the association's future was of course the action on proposal to discontinue the midyear meeting. This was not voted on till Thursday afternoon, on the same ballot with the vote for officers and trustees. The only contest among the officers was for the secretary post, the winner being David M. Blumberg, general agent of Massachusetts Mutual at Cleveland, who, however, will continue on the board another year as trustee.

The closely guarded secret of who would win the John Newton Russell memorial award was disclosed at the Friday "brunch." This year's award recipient is Cecil J. North, president

of Metropolitan Life. The citation is reported elsewhere in this issue.

This brunch was also the forum to which the incoming NALU president,

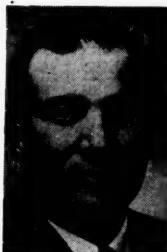
in an amendment to the NALU constitution, which stated simply that "The national council shall hold one regular meeting each year to be known as the annual convention meeting."

Last year a mail vote of national council members had shown that of all respondents 360 favored dropping the midyear and only 44 were for retaining it. However, at the Tuesday session of the national council the constitutional amendment did not come up until late in the day and a Maryland member asked that voting be delayed until Thursday afternoon, when there would be fewer empty chairs. The overwhelming vote in favor of this postponement had many members wondering what it meant.

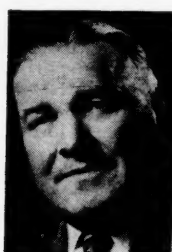
Oratory Generated

When the question came up again Thursday afternoon, there was considerable fervent oratory aimed at keeping the midyear from being discontinued. Horace Flickinger, Prudential,

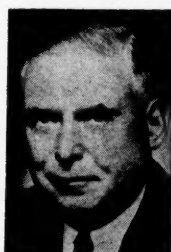
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David M. Blumberg



William E. North



Cecil J. North

William E. North, manager New York Life, Evanston, Ill., outlined his ideas on what NALU should do in the coming year. It is reported elsewhere in this issue.

Plenty of suspense was provided by the proposal to drop the midyear meeting. This proposal was embodied

Insurance Counsel Elect W. A. Gillen At Philadelphia

William A. Gillen of Fowler, White, Gillen, Humkey & Trenam, Tampa, was elected president of Federation of Insurance Counsel at its annual meeting in Philadelphia. He succeeds Lowell L. Knipmeyer of Kansas City.

Mr. Gillen is a member of the insurance section of American Bar Assn. He is a member of the Florida Bar and served on its board, its executive committee, and as chairman of its committee on legal institutes. He is also a member of the Tampa and Hillsborough bar associations. He is associate editor of "American Maritime Cases" and is author of a chapter on admiralty law in "Florida Law and Practice."

Carroll R. Heft of Heft & Coates, Ra-

(CONTINUED ON PAGE 4)

Brooklyn Agents Schedule Educational Meet Sept. 29

The Brooklyn branch of New York City Life Underwriters' Assn. will hold its first educational meeting of the administrative year on Sept. 29 at 2:00 p.m., in the Mirror Room of the Hotel St. George.

Speakers will be Harold N. Sloane, general agent of Continental Assurance at New York, who will discuss "Split Dollar Insurance." The second speaker, Michael P. Coyle, agent of Phoenix Mutual Life at New York, a life and qualifying member of Million Dollar Round Table, has chosen as his topic, "Path to the Million Dollar Round Table."

Companies Criticize Several Insurer Tax Regulations Of IRS

WASHINGTON—Several proposed regulations covering the life company income tax act of 1959 are criticized in a letter to the internal revenue commissioner from American Life Convention, Life Insurance Assn. of America and Life Insurers Conference. They intend to amplify their objections soon.

The associations object to the definition of "reserves required by law" in 1.801-5 (B) of the proposed regulations and to the provision to the effect that total reserves are to be computed on the basis of the highest aggregate reserves required by any single state, rather than the highest aggregate reserves established pursuant to the requirements of all states in which the company does business.

Objection is made to the inclusion of interest from payment of premiums on other than the annual basis. As to interest paid, the associations objected to limiting the deduction for this to annuity contracts. Objections were also made to the definitions of "indebtedness," of interest as guaranteed interest, and of "supplementary contracts." In addition, the statement was critical of the implication that the provisions for interest on certain special contingency reserves relates only to interest on such reserves established under the federal employees group life insurance act of 1954.

The associations object to provisions of the proposed regulations as they deal respectively, with the treatment of deposit administration funds under the

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NALU President Has 11-Point Proposal For The Year Ahead

William E. North Outlines Objectives And Methods At Final Convention Session

An 11-point program, offered as his thinking on what NALU should do in the year ahead, was described by NALU's new president, William E. North, New York Life, Evanston, Ill., at the fellowship "brunch" that concluded the NALU convention held last week at Washington.

In addition, Mr. North offered four specific proposals for NALU with respect to (1) the new headquarters building, (2) increasing the membership, (3) restudying convention formats and (4) developing a closer working relationship with other organizations having common interests and problems.

For 'Low-Pressure' Drive

People who will be coming into the life insurance business and others who couldn't have a part in financing the building should be given a chance to participate and be recognized as donors. A nationwide committee should be created to conduct a continuous "low-pressure" campaign to enroll new donors. A fund should be set up to accept funds to be used partly to retire the mortgage and partly to build a reserve to maintain, expand or improve the building.

The membership goal should be set at not less than 100,000 and a time

(CONTINUED ON PAGE 21)



Louis I. Dublin (left), health and welfare consultant of Institute of Life Insurance, and William S. Hendley Jr., outgoing president of NALU, with NALU citation of Mr. Dublin for his service to the country and to life insurance, especially his work in promoting interest among local life underwriter associations in advancing the cause of improved public health.

Mental, Other Ills Cover Differ Only Slightly: Follmann

Hospital, surgical, and medical expense coverages almost universally provide the same coverage for mental and emotional disorders as for other illnesses, Joseph F. Follmann Jr., director of information and research of Health Insurance Assn. said in his keynote address at the Mental Health Insurance Institute, sponsored by Mental Health Federation, in Columbus, O.

After outlining the types of coverage for mental illness available from other organizations, Mr. Follmann said that in coverages provided by insurance companies "insofar as practical, no differentiation is made between mental illness or any other illness."

Moreover, he noted, insurance companies also provide extensive coverage against loss of income which can result from accident and illness, and "under these coverages no distinction is usually made between nervous and mental disorders and other causes of disability."

He said A&S companies of all types have been actively experimenting in coverage for mental illness, but that the degree to which private insurance might cover mental illness "is impossi-

(CONTINUED ON PAGE 2)

Hawkins Sees More Competition, Regulation From Government

WHITEFACE, N. Y.—Government "claims" on the insurance business, in the form of further competition and intervention in the regulatory field, will remain very much a live issue in the foreseeable future, Paul M. Hawkins, Washington counsel of Health Insurance Assn., told the annual meeting of International Claim Assn. here.

Mr. Hawkins, describing federal competitive activities and the growing government interest in the regulatory area, said the "competition by the federal government can be the most destructive and devastating 'claim' that can be imposed" upon the insurance business.

"It would provide a competitor with compulsory tax dollars for payment of 'premiums,' operational expenses, and payment of claims. It is competition that the private voluntary system of insurance could not hope to meet," he said.

Northwestern Mutual Agents To Meet In San Francisco Sept. 26-27

The annual all-western meeting of Northwestern Mutual Life agents will be held Sept. 26-27 in San Francisco. About 200 agents from Arizona, California, Idaho, Nevada, New Mexico, Oregon, Utah and Washington will attend.

Donald C. Slichter, president, and seven other company officials will attend. Mr. Slichter will address the group as will Edward C. Sammons, chairman U.S. National Bank, Portland, Ore.

Merwin E. Helmbolt, district agent at Twin Falls, Ida., is chairman of the meeting. Other committee members, who will be chairmen for individual sessions, are Norman K. Bishop, Spokane; John R. Mage, Los Angeles; Charles P. Carey, Los Angeles; Warren R. Hamilton, Albuquerque; James C. Pratt, Portland, Ore., and Thomas W. Taylor, Lafayette, Cal.

Says Mental, Other Ills Coverage Differ Little

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ble to estimate on the basis of presently available information."

Some of the major questions facing insurers, said Mr. Follmann, are: What is the distinction between "illness" and "problems"? How is one to measure the necessity and reasonableness of the claims presented? How might or should the subjective nature of some forms of psychiatric treatment be controlled in order to avoid waste of policyholder's funds? What is or should be the relationship of the psychologist, or the clinical psychologist, or psychological counselling, or group therapy, or faith healing to health insurance coverage?

He said further progress in coverage for mental illness perhaps requires further consideration within the following areas: That psychiatry establish patterns of care acceptable to, understood by, and demanded by the public, and that the costs of such care be reasonably predictable; the development of usable data on the incidence, duration and cost of care for mental illness; greater public demand for such type of coverage, and the establishment of greater priority for mental illness coverage in collective bargaining discussions.

Mr. Hawkins presented a summary of national legislative developments in the competitive area, beginning with the introduction of the Wagner-Murray-Dingell bill in 1945. He called attention to the introduction of the Forand medical care financing bill in 1952 and its subsequent reintroduction in later Congresses. It was defeated this year in the ways and means committee of the House and in the Senate finance committee, he noted.

Similar to the Forand bill, the speaker commented, were the Anderson amendments to the social security bill which was before Congress this year. The amendments were defeated on the Senate floor. Also defeated, Mr. Hawkins said, was the proposal offered by the Eisenhower Administration, which would have provided even broader medical care coverage than the Forand-type measure.

New Bill's Provisions

"The Social Security bill which finally passed," Mr. Hawkins continued, "included an amendment to title I of the social security act providing \$12 a month more over the existing \$65 in federal-state maximum public assistance funds, earmarked for medical care, for each of the 2.4 million persons now receiving old-age assistance under the social security system."

"The federal share will range from 50% to 80% depending upon the per capita income of the state. In addition, matching funds are provided in the same percentage ratio to the states for a new program of medical care for all persons 65 years of age or over whose income and resources, taking into ac-

(CONTINUED ON PAGE 12)

Metropolitan President Gets Russell Award

Following is the major part of the citation read by A. Jack Nussbaum, president of Northern States Life, past president of NALU, and chairman of the NALU 1960 John Newton Russell memorial award committee, on conferring that award on President Cecil J. North of Metropolitan Life at the fellowship "brunch" that brought the annual convention of NALU at Washington to a close:

Cites Distinguished Service

"This award is made to Cecil J. North in recognition of distinguished service to the life insurance community, and through life insurance to the public. To the end that life insurance men, life insurance owners and the public might enjoy in fullest measure the benefits for which life insurance has become notable, all his many exceptional talents have been devoted exclusively to this work, during his business life.

Aided American College

"Along the way, he has contributed continuously and constructively to the advancement of education in life insurance and the broadening of life insurance services both within the industry and his own company. Within the last year, he inspired the creation of the million dollar permanent endowment fund in support of the American College of Life Underwriters. In 1958, he was a factor in the action of the Metropolitan in establishing, through a \$400,000 endowment, the Frederick H. Ecker chair of life insurance in the University of Pennsylvania Wharton School of Finance and Commerce.

Accused Of Defaming Insurer, Agent Loses License For A Year

Following a two-day hearing, Commissioner Larson of Florida has found a Miami life insurance agent guilty of showing a policyholder of Fidelity Bankers Life a written statement "wherein he misrepresented and made misleading statements as to the terms of policies issued or to be issued and as to the financial condition of Fidelity Bankers Life . . . contrary to and in violation of the Florida statutes as charged."

The agent, Robert E. Collignon of Northwestern Mutual, was also held guilty of presenting to the policyholder "a written statement . . . containing misleading statements and incomplete comparisons derogatory to the financial condition of Fidelity Bankers Life . . . contrary to and in violation of the Florida statutes as charged."

Mr. Collignon was found not guilty of the charge that he had made misleading representations or incomplete comparisons of insurance policies of Fidelity Bankers and Northwestern Mutual to induce the policyholder to give up his policies with the former and insure with the latter.

Commissioner Larson suspended Mr. Collignon's license for one year.

Murchisons Off IDS Board

John Murchison and his brother, Clint Murchison Jr., were voted off the board of directors of Investors Diversified Services this week. At one time they controlled the company. The vote was 320,812 to 101,977.

Investors Diversified Service owns Investors Syndicate Life. The Murchisons have another interest in life insurers through control of Life Companies Inc.

(CONTINUED ON PAGE 4)



Cecil J. North (left), president of Metropolitan Life, and A. Jack Nussbaum, chairman of the John Newton Russell memorial award committee, president of Northern States Life of Milwaukee, and a past president of NALU, with the bronze plaque attesting Mr. North's selection as the 1960 winner of the Russell award.

FTC Brief Argues Travelers Health Appeal Court Plea

Maintains That A Regulatory Law Against Non-Domiciled Insurer Is Not Enforceable

The legislative history of public law 15 supports a finding that "conduct affected by a state regulatory law which cannot be effectively enforced" is not, therefore, regulation by state law within the meaning of the McCarran act, the Federal Trade Commission maintained in its latest brief to the U.S. court of appeals at St. Louis. The brief was filed to counter arguments presented by Travelers Health Assn. in its brief recently filed with the court, in which Travelers Health asked that the FTC cease-and-desist order prohibiting the insurer's advertising in non-licensed states be set aside.

In March, the U.S. Supreme Court vacated an earlier appeals court decision in FTC vs Travelers Health, ruling that although Travelers Health's state of domicile, Nebraska, had a law on its books which was supposed to control its mail order advertising in other states, this law did not represent regulation in the sense required by public law 15, if such activities are to be exempt from FTC jurisdiction.

Case Remanded

The Supreme Court ordered the case remanded to the lower court for "further proceedings consistent with the view of this decision." The lower court granted Travelers Health permission to file a brief indicating which questions were not resolved by the higher court and, therefore, still remain open for consideration.

In its brief, Travelers Health pointed out that the Supreme Court has held only that regulation by Nebraska did not of itself eliminate FTC jurisdiction within the meaning of the McCarran act, adding the previously unconsidered argument that the FTC still lacks jurisdiction because of already existing regulations over Travelers Health advertising by the states into which the advertising is being disseminated.

In its answering brief, the FTC argued that the laws of states other than that of domicile do not within the meaning of the act regulate practices of a direct-mail insurer which sends advertising material into jurisdictions in which it is not licensed.

The FTC brief said even though an insurance commissioner of another state could obtain a valid cease-and-desist order against Travelers Health or any other mail order insurer domiciled in another state, the order could not be enforced effectively either in Nebraska or the insurer's state of domicile.

Constellation Life Will Offer Additional Stock

Constellation Life of Norfolk is holding a series of luncheon meetings with prominent business men in key cities preparatory to offering additional stock. The company was organized last year and currently has some \$20 million in force. James M. Williams, former Virginia manager of Franklin Life, is president.

Knights Life of the American General group has been licensed in Oregon.

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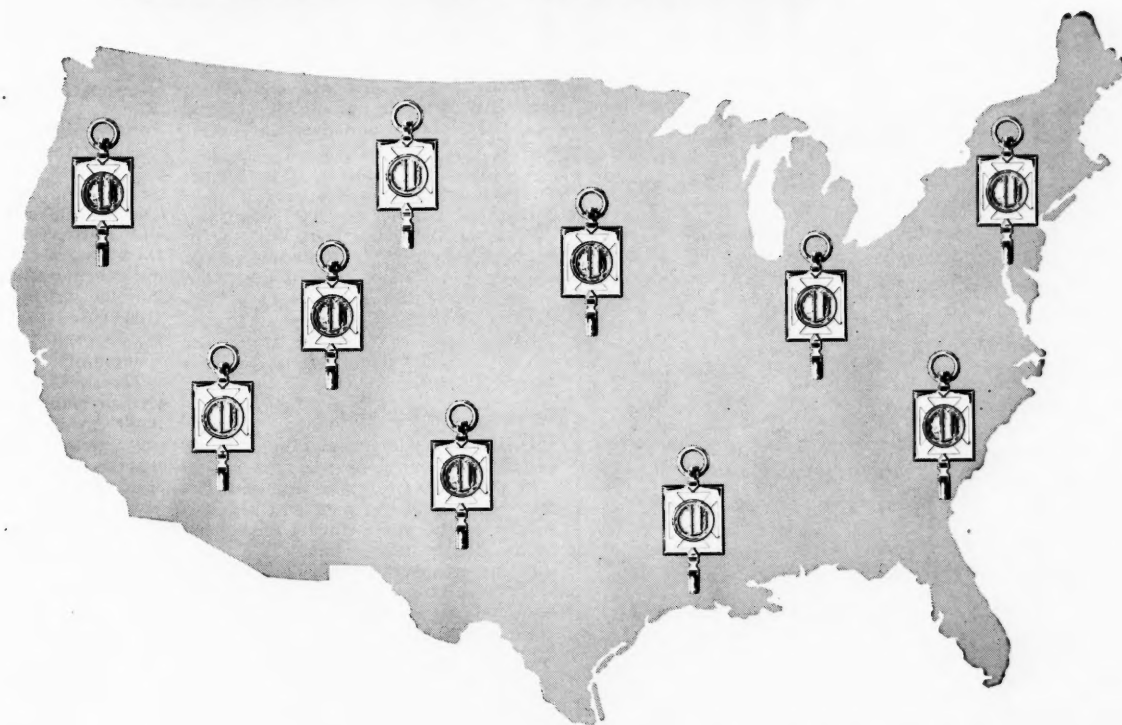
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A COLLEGE WITH CLASSROOMS ACROSS THE COUNTRY



No matter where you live in these United States, there's probably a C.L.U. classroom close by — an opportunity for you to gain the technical knowledge that is needed to (1) accelerate your success in the life insurance profession, and (2) better serve the many clients who look to you for sound, intelligent financial direction.

Our Company is an enthusiastic supporter of this important program administered by the American College of Life Underwriters — so much so that the Union Central Life agent is reimbursed for all authorized expenses when he receives his C.L.U. designation.

THE UNION CENTRAL LIFE INSURANCE COMPANY, Cincinnati
A Mutual Company — Founded in 1867

Permanent

Life Insurance

New

step-up plan...

Offers the advantage of level-premium insurance — with a lower initial payment which builds up gradually, over a five-year period, to a level premium.

HERE'S HOW IT WORKS:

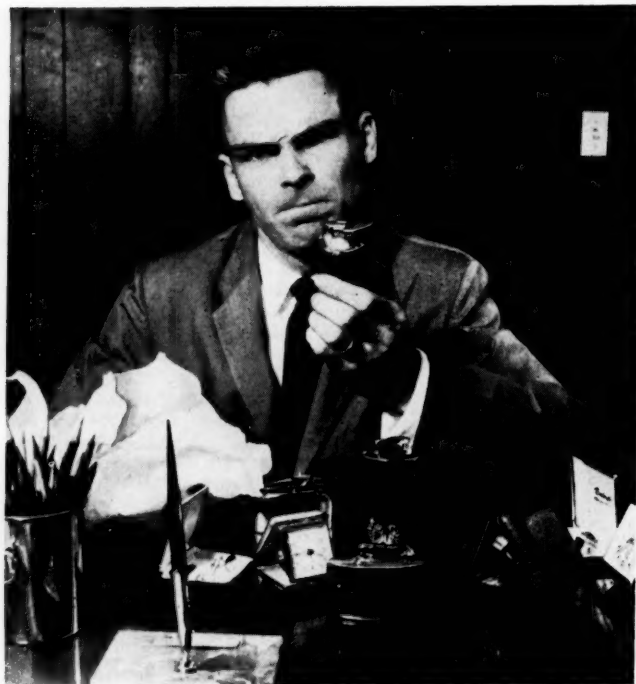
\$10,000 life insurance for man age 30
First year premium \$57.80

Gradually increasing in amount each year until the fifth, when the premium levels off at \$177.20.

Call our local office for sales information and further details. Connecticut General Life Insurance Company, Hartford.

CONNECTICUT GENERAL

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why not give him something he wants?

Four (count 'em!) four cigarette lighters . . . and he doesn't even smoke!

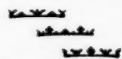
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Metropolitan President Gets Russell Award

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tices within the industry. He also served the association as its president in 1946-47.

"He has been a close and consistent cooperator with the National Assn. of Life Underwriters resulting among other considerations in the enrollment of more than 10,000 representatives of his own company as association members.

"But, above all else, this citation is in recognition of his statesmanlike role in all matters having to do with the furtherance of the best interests of the industry, especially as they have concerned agents, policyholders and the public.

"For more than 20 years, he personally directed the field operations of his company and in doing so set an example that has been a major influence in improving the training and lifting the sights of all agents and in securing added acceptance and prestige for all agents."

The award is made in three forms: the recipient's name is engraved upon permanent plaque which is displayed in the NALU headquarters building in Washington, D. C.; a miniature of the plaque, suitably engraved, is presented to the recipient, together with a "tribute" describing the recipient's outstanding service to the institution of life insurance. In addition, he receives an engraved silver bowl.

Response By Recipient

Following is the concluding portion of Mr. North's response:

"I should like to make this observation concerning the past and also the future. In the years since I have been in the life insurance business I think the outstanding development—to which this organization has contributed so much—has been the changed status of the life insurance agent.

"Today he is a professional man, a man of stature in his community and his profession is one which has established itself in an outstanding manner. In my own organization, I have discussed with our agents the fact that in Metropolitan, as in other com-

Insurance Counsel Elect William Gillen

(CONTINUED FROM PAGE 1)

cine, Wis., was elected to succeed Mr. Gillen as executive vice-president and president-elect. Robert O. Rooney of McBreen, Tobin & Rooney, Chicago, was elected secretary-treasurer.

The following were elected vice-presidents: Gregory Brunk, general counsel Homesteaders Life and Webster Life; William R. Eddleman of Eddleman & Wheeler, Seattle; Benton E. Gates Jr. of Gates & Gates, Columbia City, Ind.; Henry P. MacKeen of Steward, Smith & MacKeen, Halifax, Nova Scotia; W. Percy McDonald Jr., of McDonald, Kuhn, McDonald, Crenshaw & Smith, Memphis; Donald R. Mawhinney, of Hiscock, Cowie, Bruce, Lee & Mawhinney, Syracuse; Donald E. Rhodes, manager legal department Citizens' Mutual Auto.

National Underwriter Not 'Challenged' By McDonald

An item in last week's issue incorrectly stated that "John A." McDonald, senior vice-president of Metropolitan Life, in addressing the St. Louis Life Underwriters Assn., "challenged" The NATIONAL UNDERWRITER to document the statement in one of its news stories that the writing of group plans giving \$100,000 coverage to the top man and \$1,000 each to the rank and file is "common."

The speaker, E. C. McDonald, senior vice-president and head of Metropolitan's group department, did refer to an article in THE NATIONAL UNDERWRITER about a survey of 5,000 agents made by NALU. However, though Mr. McDonald questioned the accuracy of the word "common," he did not even imply that THE NATIONAL UNDERWRITER should be held responsible for documenting the frequency of such cases, since it had merely reported the results of the survey and did not offer the results as its own conclusions or state any opinion as to their accuracy.

panies, there are two careers open to the field man: a career in selling and a career in management.

"I predict that this career in management will involve not only an increase in the field men assuming field management positions but also in the number of field men who will be selected for other than field positions in the home office.

"I have been impressed by the fact that some companies have already gone a long way in the direction of encouraging field men to aspire to home office executive positions. In one company, to quote its president: 'Our entire home office staff, from the chairman of the board on down, has had field experience and in most instances preliminary training in either our home office or in a capacity in another industry—which experience, when coupled with our field training, makes them well-rounded and in a position to render valuable service.'

"I see in this continuing field enrichment of our management personnel—field and home office—a happy augury for the future. This, as I see it, is our greatest promise for continuous service to the American people. Naturally I am prejudiced because, as you know, I have been privileged to serve our company in both the field and the home office.

"I am sure the future recipients of the John Newton Russell award will bring us further good tidings on this score. I thank you again for the great honor you have bestowed upon me."

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sells well

WHAT MAKES THIS trim motor scooter a sure-fire seller? A combination of things. Desirable features. Economy. And an eager market.

So it is with life insurance. Provident Mutual, along with other leading life insurance companies, studied the possibilities of *guaranteeing* young people the opportunity to add to their life insurance protection as their needs and income grow, regardless of insurability. Result: The Guaranteed Purchase Option—it guarantees the client the right to buy *added* Provident Mutual life insurance on specified future dates at standard rates—as much as \$10,000 more

at each option date, depending on the face amount of the basic policy, without further evidence of insurability.

Like the perky scooter, this type of insurance is ideally suited to young men "on the grow." That's why it sells so well. When a product sells well, the man who sells it does well.

Provident Mutual

Life Insurance Company of Philadelphia

Ia. Life Agents To Meet At Davenport, Sioux City

Iowa Assn. of Life Underwriters will sponsor an East-West Iowa Sales Congress at Davenport Oct. 7 and Sioux City Oct. 8, the former at the Blackhawk Hotel and the latter at Hotel Sheraton-Martin. Following the Davenport meeting, the entire speaker slate will be flown to Sioux City, thus providing every life agent in the state with easy access to the sales rally. It is expected the meetings will also draw agents from neighboring states.

Speakers scheduled are Lester O. Schriver, executive vice-president of the national association; Edward Bates, 2nd agency vice-president Connecticut Mutual, former agent and general agent at Chicago, Kansas City and Los Angeles; E. F. Fendt, Equitable Life of Iowa agent at Chicago, and John Utz, Kansas City Life agent at Pittsburgh, an MDRT member and headliner at the NALU meeting at Dallas in 1958.

James M. Oberman, district manager of State Farm at Bettendorf, Ia., is general chairman.

39 Conn. Mutual Agents Attending Career School

Thirty-nine agents from agencies in 20 states are attending Connecticut Mutual Life's home office career school, being held Sept. 19-30, at the home office.

The school is given by the education and training department under the direction of Horace R. Smith, assistant agency vice-president. The course deals with modern applications of life insurance to family financial planning as well as to problems of business.

AT Nw NATIONAL LUNCH

Institute Head Sees Social, Economic Duty Of Business

MINNEAPOLIS—Business leadership has a responsibility to help meet the great social, economic and political decisions of the day, in addition to conducting its business at a profit, Holgar J. Johnson, president of Institute of Life Insurance, said at the 75th anniversary luncheon of Northwestern National Life.

Such social and economic problems as the population explosion, health needs, adequate care of the aged, housing and government financing were listed by Mr. Johnson as among those to which business leadership must lend its aid and counsel as a good citizen of the community.

"These problems will be solved and business has a stake in the solution," he said. "If business does not assume its responsibility in helping to meet them, the solutions could come from well meaning idealists who are unrealistic, impractical and inexperienced, and the whole community might feel the repercussions in the future."

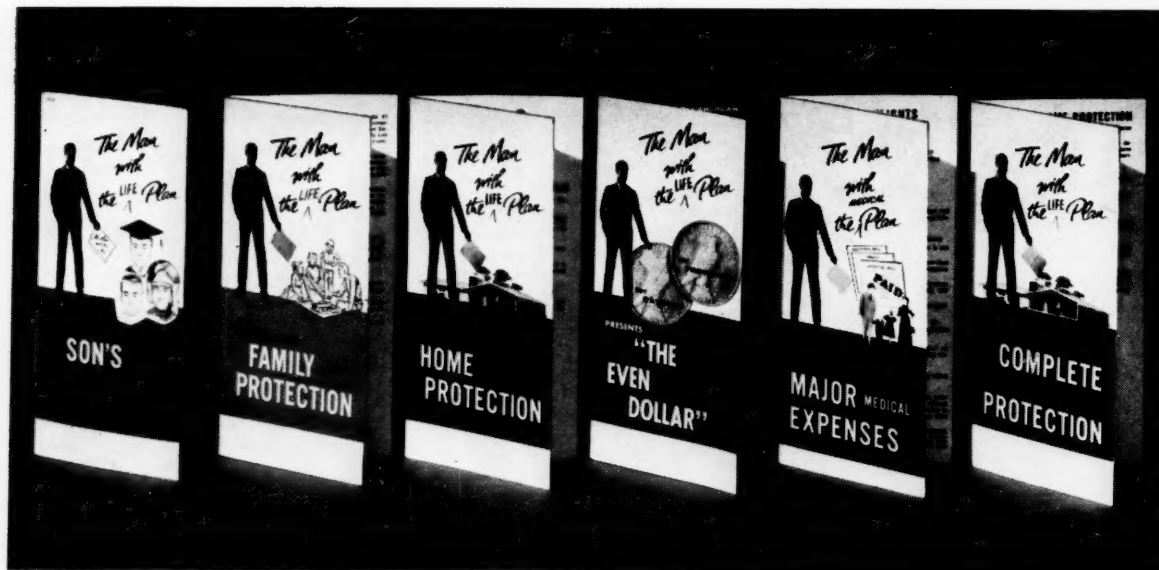
Has Direct Responsibility

The American system is a business system, Mr. Johnson pointed out, and all business has a direct responsibility as a citizen of the community to meet the problems that confront the nation as a whole. "Also, if business hopes to retain a degree of leadership, it must look ahead to help solve some of the problems of the community and the nation, whether they fall in the economic, social or even in the political sphere of American life," he said.

Looking ahead to some of the problems facing the nation today and demanding satisfactory solutions in the near future, Mr. Johnson cited as one of the most important the population explosion with its consequent reshaping of the make-up of age groups and family groups. Business has not yet explored all the implications of these changes, he said, and "the effects of these changes will be multiplied by corresponding changes in family concepts of responsibility and social mores."

Health is also a responsibility for all business, Mr. Johnson said, "for upon the health of the nation lies the strength of our productive capacity." As to the area of the senior citizen, he warned that "the urgency of the needs in this area grow greater every day and the immediate alleviation of

(CONTINUED ON PAGE 9)



A Brand New Approach to Selling...



Attractive — The new Employers' Life pocket-size sales aids are appealing to the eye... interesting to prospects.



Factual — Open them up and you have the complete story of the prospect's problems and their solutions. Plenty of facts. Plenty of good, sound sell.



Practical — Open them up still further and you get closer to the sale. The rates are easy to read. The protection is clearly defined.

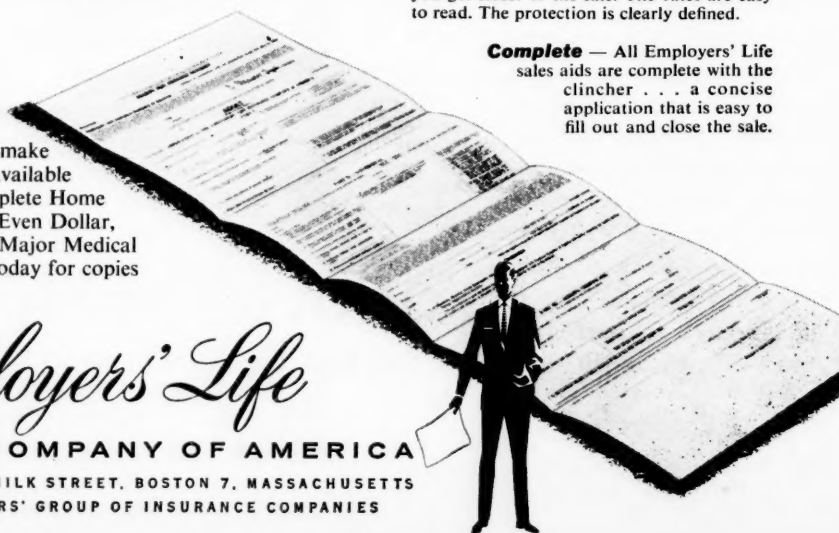
Complete — All Employers' Life sales aids are complete with the clincher... a concise application that is easy to fill out and close the sale.

Employers' Life sales aids that make it easier for Agents to sell are available on The Home Protection, Complete Home Protection, Family Protection, Even Dollar, Automatic Estate Builder, and Major Medical Expense Plans. Write, or call, today for copies of these sales aids.

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Relations With Customers Are Described By Additional Insurers

An interesting and candid response to THE NATIONAL UNDERWRITER survey came from an officer of a stock life insurance company who could not claim any special effort in the area of policyholder relations by his company. He writes:

"For years we have given lip service to the part the agent plays in policyholder relations; but about two months ago I pulled the cards on our 75 oldest policyholders and wrote each a personal letter asking if they remembered the agent who sold them their policy, why they bought, and please tell something about themselves.

"You would have been surprised, and I was utterly amazed, by the answers which rolled in. Only one out of the 75 had ever had one of our agents call upon him after the original sale. Some of the 75 had been dead for three or four years. The son of one man who bought a policy in 1910 replied that when his father died, he thought that old handwritten contract was of no value.

Pictures, Now And Then

"Some of the old policyholders sent me pictures taken at about the time they bought the policy and pictures taken 50 years later. One man sent me a magazine containing the story of his life. At the time he bought the policy in 1908, he didn't own a foot of land and was in debt. Today he owns thousands of acres of land and 20,000 head of sheep. But as far as he knew, none of our agents had ever gone back to see him after he bought the original \$5,000 of life insurance.

"This old policyholder project of mine causes me to bow my head in shame; and when you ask me if I have any thoughts about the importance of close customer relations to our company's operations, you can guess that you have touched on a tender, sore, but hopeful subject."

Liberty Mutual

Liberty Mutual has an extensive program, in keeping with its nature as a specialty company dealing with large industrial customers. Liberty Mutual furnishes a range of professional services designed to keep working conditions safe and healthy.

Engineering supervision and on-the-job safety clinics are supplied to customers. Staffs of industrial hygienists, doctors and graduate nurses for consultation in plant medical programs are available. The company has a large research laboratory for the study of safety techniques to be used against accidents, air pollution, radioactivity dangers, and for use in the establishment of fire and traffic safety programs.

At regional meetings for big buyers, held every two months or so in major cities, a group of Liberty Mutual experts present the story of these varied services to the customer. Buyers are briefed on insurance programs and Liberty Mutual solutions. Demonstrations of safety devices are made. The audience participates in the activities, being made to see the danger of spreading radioactive or fluorescent materials.

The results of laboratory work on problems tackled at the Liberty Mutual research center include instruments that predict tunnel and roof cave-ins, prevent building damage due

to the vibration of heavy machinery, and measure air pollution. These are explained at the meetings, along with progress reports on problems such as highway safety that are yet to be solved.

Liberty Mutual also reaches the

companies it services through its regional advisory boards. These are composed of executives of customer companies, along with one member of the Liberty Mutual staff. The boards discuss legislative, industrial, and insurance problems confronting the com-

panies and give the companies a sense of common cause with their insurer.

In addition, a great variety of printed material—statistical surveys, research reports, legal information—reaches customers from Liberty Mutual.

Nw Mutual Life

Northwestern Mutual Life has an examining committee of policyholders that is elected annually and conducts an independent annual review of management policies and practices. It em-

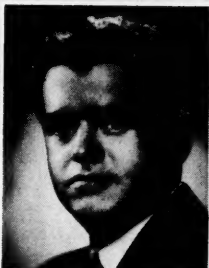
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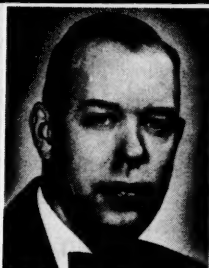
M. C. BELDING
GRAND RAPIDS



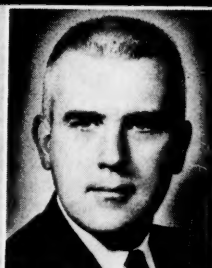
F. B. HOVEY
GRAND RAPIDS



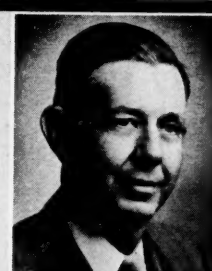
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KANSAS CITY



E. N. CONKLIN, CLU, GA
SYRACUSE



J. D. HOPPER, CLU, GA
HARRISBURG



A. D. BRUNK
SPRINGFIELD



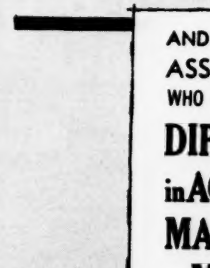
T. J. KRANZ
TOLEDO



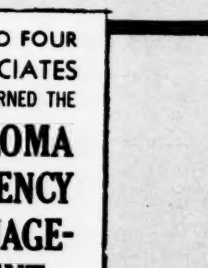
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Equitable LIFE INSURANCE COMPANY OF IOWA

FOUNDED 1867 - DES MOINES

Great-West Life Offers Family Protection Plan

Great-West Life has added a decreasing term family protection policy to its sales portfolio. The new policy is available for family protection periods of 15, 20 and 25 years and to age 65. It is non-participating and has no non-forfeiture values.

If insured dies during the family protection period, the monthly income specified in the policy will be paid starting on the next monthly policy anniversary and continuing during the

remainder of the family protection period. If insured survives the family protection period, the policy terminates without value. Income payments during the family protection period will be increased by excess interest.

Unless insured has directed that the monthly income shall be non-commutable or that the commuted value is to be applied under a settlement option, the beneficiary may take the commuted value in one sum or may apply it under a settlement option. The minimum amount of monthly income which may be provided is \$50

or, if greater, the amount that can be purchased by a \$40 annual premium.

The waiver of premium disability benefit is available to both male and female applicants. The monthly income disability benefit and the accidental death benefit are not available.

Gleaner Life Pays On 96-Year-Old

Gleaner Life has presented a matured life endowment to John Zwang, a 96-year-old citizen of Lincoln Park, Mich. The policy was issued in 1901, seven years after the founding of the society.

Bartels Will Keynote HIA Individual Forum

Millard Bartels, president of Health Insurance Assn., will be the keynote speaker of HIA's individual insurance forum Oct. 24-26 at Chicago. Mr. Bartels is chairman of the insurance executive committee of Travelers.

The three-day meeting will include two symposiums and workshop sessions on seven different subjects. The symposiums will cover senior citizens and substandard cases, and each will be followed by workshops discussing the same subjects.

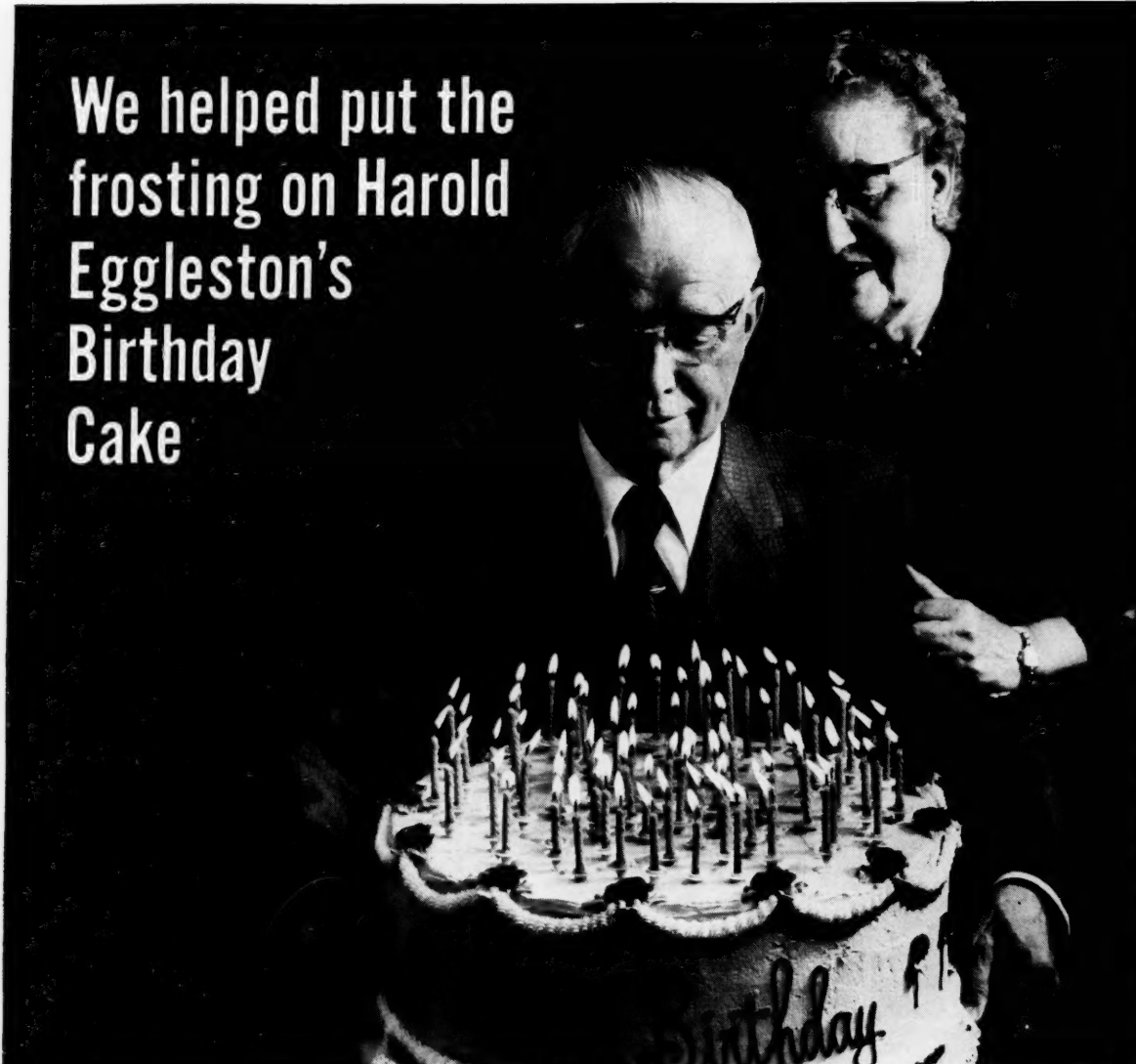
Elective workshop sessions will discuss disability income, major medical and comprehensive medical, submission of policy forms to insurance departments, organization of underwriting functions and training of underwriters, and agency, claims and underwriting coordination.

The program for the forum was developed by the individual insurance forum subcommittee, with Francis W. Evans, Prudential, as chairman.

Eldon Nyhart President Of Indianapolis Actuary Firm

Eldon H. Nyhart has been elected president of Howard E. Nyhart Co., consulting actuary of Indianapolis, to succeed Howard E. Nyhart, who becomes chairman. Charles R. Keene, who has headed the pension administration department for four years, has been named executive vice-president. The new chairman will retain the post of treasurer.

We helped put the frosting on Harold Eggleston's Birthday Cake



Harold F. Eggleston prepares to blow out the candles on his 75th birthday cake as Mrs. Eggleston looks on admiringly

On Thursday, September 15, Northwestern National Life Insurance Company celebrated its 75th birthday. So did Harold Eggleston of Faribault, Minnesota, USA—retired optometrist, grandfather, respected citizen, and happy beneficiary of a monthly life income guaranteed by NWNL.

Our partnership with Mr. Eggleston began on a bleak winter day in 1930. Times were tough and getting worse, but that didn't keep him and his wife from looking optimistically ahead. Among other things, they hoped the time might come when they could take life a bit easier. They knew that to retire in more-than-average comfort would require systematic planning and saving. Life insurance looked like the best kind of savings plan. It offered protection to Mr. Eggleston's family from the very first day he started saving, and it guaranteed—with no ifs, and or buts—a specific amount of money for him if he lived, or for his family if he didn't.

Each year for 20 years Mr. Eggleston made an annual payment to NWNL until he reached his 65th birthday, back in 1950. Then we began paying him. To date we have paid him nearly \$13,000 and chances are we'll send him many more monthly checks, for at age 75 he has

lost none of his sparkle and zest for life.

The coincidence of Harold Eggleston's birthday is unusual. Only a handful of our more than 450,000 policyholders reached age 75 on the same day that NWNL did. But his happy experience in relying on life insurance to make his brighter dreams come true is typical of thousands of our policyholders across the country. In keeping faith with them day by day, NWNL, at 75, continues to put welcome meaning into its motto: Life Insurance for Living!

N/W NATIONAL Life Insurance for Living

NORTHWESTERN NATIONAL
LIFE INSURANCE CO.
Minneapolis, Minnesota
Founded September 15, 1885
HOME OFFICE: 430 Oak Grove



Arlene Weitzel (left), New York Life, Burlington, Vt., outgoing chairman of the Women Leaders Round Table, congratulates her successor, Helen Millett, Penn Mutual, St. Paul, at the NALU convention at Washington.

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REpublic 7-2424

Provident Mutual's Leaders Meeting Is Company's Biggest

More than 500 qualifiers, guests and home office officials attended the Provident Mutual Life round table meeting for leading producers at the Manor Richelieu, Murray Bay, Que. It was the largest such meeting in the company's history.

The program was designed and carried out by a committee of field men, each of whom had paid for over \$1 million of new business in 1959, for an average per man of \$1.6 million. Chairman of the committee was Robert S. Albritton, Los Angeles, who is immediate past chairman of Million Dollar Round Table. Other committee members were Emil A. Budnitz Jr., Baltimore; Ray W. Druckenmiller, Allentown, Pa.; Edward J. Dunnigan, Richmond; Jack R. Mendelsohn, Philadelphia; George N. Michale, Kansas City, and Boris J. Todorovich, New York.

Most of the business session consisted of panels and workshops. Formal talks were given in the morning and informal discussions were held in the afternoon, when the morning speakers were questioned in detail about their work plans and systems. Ralph G. Engelsman, management consultant, was a guest speaker and Charles B. McCaffrey, Provident Mutual's special consultant on advanced selling and professor of the Wharton school of the University of Pennsylvania, was moderator of a brainstorming session on business insurance.

The company's CLU chapter held a breakfast over which Charles T. Farrow Jr., Westfield, Pa., retiring chapter president, presided. Stephen D. Green Jr., Philadelphia, was elected president for the coming year. M. Albert Linton, a director and former company president and chairman, was elected an honorary member of the chapter.

Lewis C. Sprague, vice-president and manager of agencies, in the final business session, reviewed the com-

pany's growth in manpower, production and policy portfolio. In his talk he said that the average Provident round table member is 37 years of age with 10 years' experience in the business; 32% are age 30 or under and almost 50% are age 35 or under; 66% are college graduates; 23% are CLUs and 47% of the non-CLUs are studying for the designation; 95% are married; 82% own their own homes which on the average are valued at just under \$30,000, and they have an average of over \$70,000 of life insurance coverage.

Asks For Extra Effort

T. A. Bradshaw, president, urged the company's production leaders to put extra effort into the fight against inflation, part of which would be their recommending permanent life insurance to their clients.

"Inflation," Mr. Bradshaw said, "is not political—it is everybody's business."

F. Phelps Todd, vice-president and insurance supervisor, closed the meeting. Mr. Todd is scheduled for retirement before the round table assembles again next year.

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inspiration
motivation

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HELP
YOU
SELL
MORE

Just Off the Press! SALES BY THE MILLION!

By Chummie Hirschmann

If there is such a thing as a rare book in the life insurance field, this is it! Seldom does a publisher receive a manuscript which reads like a novel, inspires like a great sermon, educates like a training session and so vividly reflects the power and personality of the author.

Chummie Hirschmann has become internationally famous because of his fabulous sales records in Johannesburg, South Africa. The perennial leader of his Company's world-wide sales force, he has been described as a "legend in his own lifetime."

SALES BY THE MILLION is Chummie Hirschmann's story.

Beautifully-embossed gold and black library binding, 228 pages.

Prices: Single copy, \$3.95; 2-24 copies, \$3.90 each; 25-99 copies, \$3.85 each; 100 or more copies, \$3.75 each.

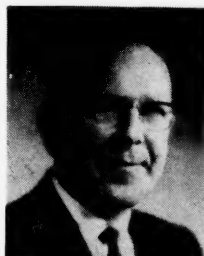
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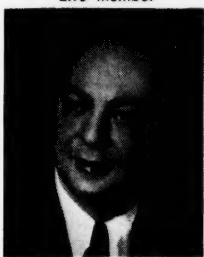
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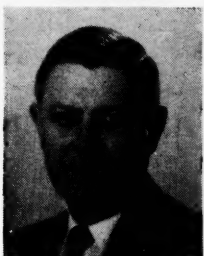
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A. D. SPENCER
Qualifying and
Life Member



R. W. SPENCER
Qualifying Member

At the recent annual convention of Million Dollar Round Table members in Honolulu, Provident's three father-son combinations led all companies in that category. Provident congratulates these six leaders and the 23 others who qualified for the 1960 MDRT membership.

H. J. Johnson Tells Duties Of Business

(CONTINUED FROM PAGE 6)

the problems of the aged are of great importance to business because of the emotional impact."

Discussing the life insurance business in particular, Mr. Johnson emphasized that there has been a great change from the early days when life insurance was thought of primarily as a mechanism for providing modest means against the hazard of death. "As a result of both public acceptance and business progress, life insurance today is a major factor in the social and economic fabric of our nation," he said. "In addition to having grown large and strong, its companies have also expanded their concepts of the role they play, not only as a provider of insurance protection, but also as citizens in the individual communities and in the nation.

"While it is fascinating to review the past, we must not forget that the past is gone and the present is passing. We live in a constantly changing social and economic environment. Under such conditions, the nation has the right to expect our business to look ahead, using the past as a bench mark, to see if we can discern in the present certain trends that may in some measure portend the future. The continuance of change and growth are inherent in our objectives as a people."

PROVIDENT
LIFE AND ACCIDENT

LIFE • ACCIDENT • SICKNESS
HOSPITAL • SURGICAL • MEDICAL

Insurance Company

CHATTANOOGA

Michigan Blues Start Information Program

Michigan Blue Cross-Blue Shield has started a trial program of visiting hospitalized subscribers to explain contract benefits and to answer questions about coverages. Many hospitals in both Detroit and other parts of the state will be included in the four-week experimental information service.

"Many of our subscribers, when they are hospitalized, worry about how much of their bill will be covered," said William S. McNary, executive

vice-president of Blue Cross. "We are hoping this program will do much to alleviate their worries."

A questionnaire will be given to patients served under the program to determine if it should be made permanent.

Lutheran Brotherhood Sales Gain

New business of Lutheran Brotherhood in the first eight months of 1960 totaled \$154 million, up 5.7% over last year. This brought insurance in force to \$1,250,000,000. August sales amounted to \$3,275,573, a gain of 17.4%.

United Fidelity Of Dallas Holds Managers' Meeting

United Fidelity Life of Dallas held a three-day managers' meeting in San Angelo, Tex. Speakers were Perry W. Miller, director of training; Andrew G. Dickinson, agency superintendent; A. C. Henderson Jr., Dallas district manager; V. F. Miller, assistant manager of the Dallas agency, and E. E. Sammons, vice-president and agency director, who told managers that the company will have its highest production this year.

Indianapolis Life Offers New Policy Provisions

Several new policy provisions were introduced by Indianapolis Life at a meeting of Counselors' Club, the company's top production organization, at Estes Park, Colo.

One provision is a rider for family income to age 62 of beneficiary. Attached to the basic policy, this provides for a life income to survivor commencing at death of insured. It is designed to provide income during the dependency and blackout periods and then a reduced income from the basic policy for retirement.

A children's rider attached to the basic policy on the life of a parent will provide term on each eligible child to the child's 22nd birthday. The rider contains a conversion privilege at age 22, without evidence of insurability, to a permanent plan up to five times the amount of term expiring.

A guaranteed insurability benefit has been broadened to permit addition to existing policies, and premium credit is allowed on new insurance purchased on an option date.

All States Life To Assume New Name

DALLAS—All States Life of Dallas, which has had a running feud with Allstate of Skokie, Ill., is about to change its name as a result of a reorganization.

All States Life will reinsure Oil Industries Life of Houston, which is surrendering its certificate and will dissolve. Then All States Life will change its name to Oil Industries Life and move to Houston.

B. F. Biggers, president of All States Life, won a Texas supreme court decision when Allstate tried to get him not to use that name. Then when Allstate organized Allstate Life, it could not get into Texas under that title and had to adopt the name Cross Country Life for its Texas operations.



"You will find tremendous similarity between the American Society of CLU and the Million Dollar Round Table," MDRT Chairman Robert S. Albritton, Provident Mutual, Los Angeles, tells American Society members at their annual meeting in Washington during the NALU convention.

Service Guide

CONFIDENTIAL NEGOTIATIONS FOR
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standpoint of
COOPERATION



Selling is a lonesome
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The cooperation an agent or
broker gets from his field and
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can do much to make
the job less lonesome and more
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Life, Accident & Sickness,
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ALC Legal Section Program Is Ready

The program of the Legal Section meeting of American Life Convention to be held Oct. 10-11 at the Edgewater Beach Hotel, Chicago, is now completed. The section's sessions will open the week-long ALC annual meeting and will begin at 10 a.m. Monday rather than at the traditional afternoon hour.

The first speaker will be William J. Bowe, tax counsel State Farm Life and professor of law at the University of Colorado, presenting a review of federal tax law relating to life insurance policies. The first morning session will be followed by a "Dutch treat—mixer luncheon" at which there will be no formal speaker or program.

James N. Ackerman, vice-president and general counsel Bankers Life of Nebraska and section chairman, will reconvene the meeting that afternoon and give the traditional "chairman's remarks." Other speakers will be Barry L. Oakes, executive vice-president Republic National Life, on "A Handbook of Law for Agents;" C. Clark Bryan, ALC associate general counsel, presenting his annual review of life insurance litigation; Joseph M. Hartley home office counsel Philadelphia Life, "The Strict Rule of the Admissibility of Applications for Life Insurance," and William C. Turpin, vice-president and general counsel Bankers Health & Life, on company responsibility for negligent driving by its employees.

Morning Program Given

Starting off the Tuesday morning session will be Robert H. Reno, general counsel United L.&A., on "Concealment (on Non-Disclosure) of Non-Medical Information in Life Applications." Ralph H. Kastner, ALC general counsel, will present his annual review of life insurance legislation covering the field of legislation at the state level for 1959-60, and Ralph J. Chittick, associate counsel Connecticut Mutual Life, will talk on "Notice of Lapse to Assignees."

At the annual Legal Section luncheon, the guest speaker will be Chase M. Smith, general counsel and director Fidelity Life Assn. and senior vice-president and general counsel of Lumbermens Mutual Casualty.

That afternoon John B. Stoddart Jr., assistant general counsel Prudential, will discuss "Arbitrators, The X Factor in Labor-Management Disputes," and there will be a panel on the "Life Insurance Company Federal Income Tax Act—1960 Regulations." John C. Storey, associate counsel New England Life, will be the moderator. Panelists will be Glendon E. Johnson, ALC associate general counsel, and Richard F. Aranow, tax counsel Continental Assurance.

The business session will hear the reports of the section committees, including that of the planning committee, which will make recommendations, among these setting up of an executive committee to give continuity to the work of the section and to assist in the preparation of the program. Also, memorials will be heard and the new officers for the coming year elected.

Capitol Life Sales Meeting Held

Capitol Life of Denver held a home office meeting for general agents to announce that the company had passed \$1 billion of insurance in force and to present new manuals and sales material. Some new rates were also introduced in endowments and renewable term policies.



Julian S. Myrick, Mutual of New York, New York City, chairman emeritus of American College, with Joseph Reese, Philadelphia general agent of Penn Mutual, at NALU meeting.

Mid-Continent Of Ft. Worth Acquires Central States Life

Mid-Continent Life of Fort Worth has acquired Central States Life of Houston. The consolidation increases Mid-Continent's in-force total to some \$21 million.

NOW!

\$9 billion of life insurance in force with branches from coast to coast in North America and in 25 other countries.



SUN LIFE ASSURANCE COMPANY OF CANADA

One of the great life insurance companies of the world

Another way...

is to adequately insure
life and earning power
during the *earlier* years.



**THE
NATIONAL LIFE
AND ACCIDENT
INSURANCE COMPANY**
HOME OFFICE - NASHVILLE, TENNESSEE

Sees More Competition, Regulation

(CONTINUED FROM PAGE 2)

count his other living requirements as determined by the state, are insufficient to meet the cost of his medical services.

"Each state is allowed to set up its own program providing any or all of a large number of medical benefits outlined in the law. State administration is provided. First year cost is estimated at \$200-million federal contribution and \$63-million state contribution. It is estimated that between one-

half and one million persons will benefit the first year. The bill was signed by the President."

Only a preliminary engagement was won this year by opponents of a non-voluntary health care aid program of the Forand type. Mr. Hawkins told the claims group. He called attention to the planks of the Democratic and Republican parties on this subject, which differ only as to method," he said.

Competition Threat Still Alive

Concerning the conference, he said, "There is little doubt that the proponents of a compulsory system via the social security route will be promoting their philosophy. Thus the competitive 'claim' against the A&S business is a live one and one which we will be facing for some time to come."

In the field of regulation, Mr. Hawkins told the claims group, the federal government has attempted to press a second "claim" on the health insurance business. He reviewed briefly the challenge to state regulation resulting from the Federal Trade Commission investigation of A&S insurance advertising in 1953.

The speaker summarized the movement of Congress "into the area of potential regulation of insurance through an investigating committee," referring to the investigation of some aspects of insurance by the antitrust subcommittee of the Senate judiciary committee.

Report Filed

The subcommittee, after holding hearings on aviation insurance, ocean marine, and the study of state insurance department operations, filed its report last June.

Mr. Hawkins said that a major part of that report embodied a critique of state insurance departments. The subcommittee felt that states have not dealt effectively with insurance company mergers and that there has been a laxity in supervision of state actions to enforce statutes covering restraint of trade, monopoly, and unfair trade practices.

In an evaluation of the significance of the subcommittee report, Mr. Hawkins said, "The importance of these recommendations and criticisms of state regulation is to me an indication

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LIFE—FIRE—CASUALTY
EMPLOYEE BENEFIT PLANS
 RICHMOND ATLANTA NEW YORK
 PORTLAND DALLAS MIAMI

Haight, Davis & Haight, Inc.
Consulting Actuaries
Insurance—Pensions
 2801 North Meridian St. 5002 Dodge St.
 Indianapolis 8, Ind. Omaha 32, Neb.

E. P. HIGGINS & COMPANY
Consulting Actuaries
Auditors and Accountants
Pension Consultants
Bourse Building Philadelphia 6, Pa.

Irwin Solomon & Co.
Consulting Actuaries
Management Consultants
342 Madison Avenue
New York 17, N. Y.

HARRY S. TRESSEL & ASSOCIATES
Consulting Actuaries
Insurance—Pensions
10 South La Salle Street
Chicago 3, Illinois
FRanklin 2-4020

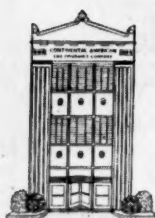
THE METHOD AND THE RESULTS

Continental American's Planned Life Insurance Program Service, based on a distinctively professional concept, is an organized, systematic method of building clients through estate planning, and conscientiously providing maximum protection at minimum cost. The results this method produces, year after year, are significant.

Last year, Continental American representatives increased their average new policy sale to an impressive \$17,177, again placing their company among the nation's top-ranking life insurance organizations.

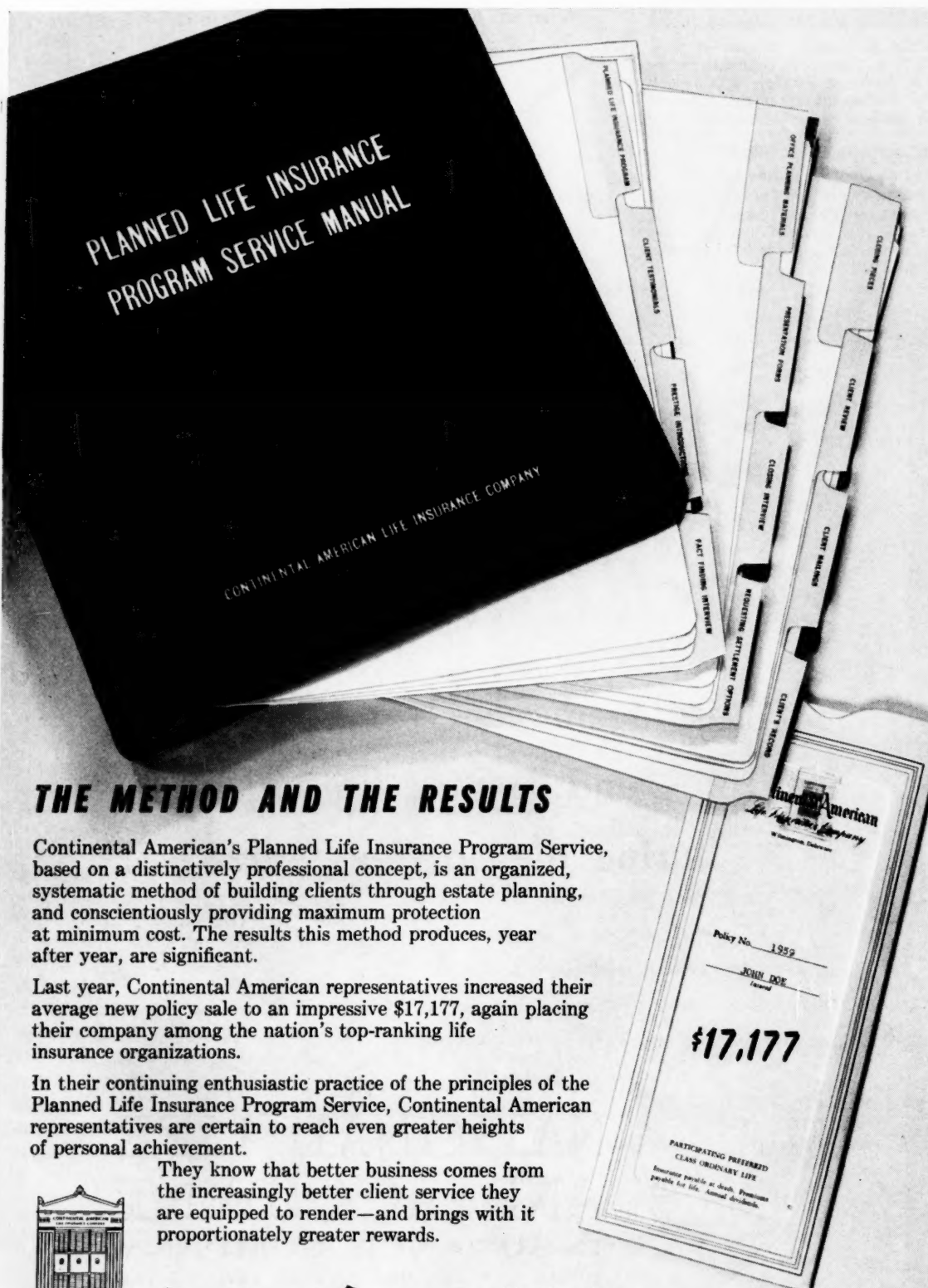
In their continuing enthusiastic practice of the principles of the Planned Life Insurance Program Service, Continental American representatives are certain to reach even greater heights of personal achievement.

They know that better business comes from the increasingly better client service they are equipped to render—and brings with it proportionately greater rewards.



Continental American Life Insurance Company

WILMINGTON, DELAWARE



Mr. Hawkins, the federal health insurance committee, said briefly the Commission on Insurance Administration, the area of insurance committee, the antitrust and judiciary

of the basis upon which those in Congress and the federal government generally would move as an excuse for the federal government to invade the regulation of insurance by the states.

Government Ready To Step In

"An interpretation of these recommendations could lead one to the conclusion that if the states did not follow these recommendations the federal government was ready to step in. As an indication of this attitude, the last sentence of the report is significant. It states, 'It remains to be seen how long such a regulatory structure can stand without substantial improvement in substance and administration.'

"On the other hand, in commenting for the minority of the subcommittee, Sen. Alexander Wiley of Wisconsin criticized the majority report for its alleged efforts to prove a preconceived notion as to the superiority of federal-over-state insurance controls. The senator does suggest, however, that the states will do well to pay heed to the suggestions of the majority for improvements in the state regulatory machinery, to make certain that the states are permitted to continue in the effective discharge of their duties."

Mr. Hawkins warned that the "claims" of the federal government on insurance are big ones, but the resources and ability of the insurance business are equally great. Mobilized to its fullest extent in providing better coverage to the American people and participating in the political life of the nation, the insurance business can meet and settle these "claims" with satisfaction, he said.

Examine Victory Mutual

A convention examination of Victory Mutual Life of Chicago calls to attention several matters which, since the completion of the examination, have been remedied. The period covered was Jan. 1, 1956-Dec. 31, 1958.

Director Gerber of Illinois, in a letter dated Aug. 16, 1960, mentions four items requiring correction:

1. The payment of commissions or other forms of additional remuneration (in this case a rent-free apartment) to an officer of the company.
2. Failure to notify policyholders of the correct time or day of the annual meeting.
3. Failure in the case of one of the directors to be a policyholder of the company.
4. A second notice that subsidiary ledgers and records must be brought into balance with the control account.

It was also noted that Victory Mutual was in violation of Section 213 of the New York law in two of the three years covered. In 1957, first year field expense limitation was exceeded and in 1958, the total expense limit was exceeded. "The company's long history of failure to comply with the expense limitations imposed by section 213 of the New York insurance law constitutes a serious problem which it is essential for management to solve," it is observed.

Security Mutual Of New York's Specht Agency Moves In N.Y.C.

The Myron I. Specht agency, general agent of Security Mutual of New York, has moved to new quarters at 342 Madison Avenue. Open house ceremonies, which coincided with the agency's eighth anniversary with the company, were attended by Richard E. Pille, Security Mutual president, and Harland L. Knight, agency vice-president.

Distributes Manual On Health Policy Provisions

North American Life, A.&H. is issuing a 116-page manual, "Accident and Health Policy Provisions Manual," compiled and edited by C. C. Cox, company secretary.

The manual is a summary of court decisions and statutes applicable to the entire contract, incontestable, reinstatement and grace period policy provisions in life and health policies. It also contains a summary of the health

policy provisions laws and of the law applicable to misrepresentations.

Copies may be obtained from North American at \$2 each.

Washington National Record

Washington National, with \$20,394,501 of ordinary life applications received for August, had the largest written ordinary life month ever, 26% ahead of the largest previous month, March, 1958. The general agency department's portion of this amount was \$13 million, an increase of 34% over the department's best previous month.

Preferred Risk Life Plans Public Offering

Preferred Risk Life of Arkansas, which began writing business in January, 1959, has filed with the Securities & Exchange Commission seeking registration of a common stock offering of 300,000 shares, to be offered to the public at \$5 a share.

The offering would be made on a "best efforts" basis by Preferred Investments, Inc., a subsidiary, for 75 cents a share commission.

*The Northwestern Mutual
point of view in advertising:*

pinpoint the prospects

Vernon Stouffer, President of the Stouffer Corporation, talks to millions of highly interested prospects when he talks to parents about their children's college education.

Currently appearing on the pages of TIME and NEWSWEEK, this advertisement is another in a continuing series used by Northwestern Mutual to help turn readers into prospects and prospects into clients.

*"Life insurance used for education
creates a veritable circle of success!"*



A NORTHWESTERN MUTUAL POLICYOWNER. Mr. Stouffer owns three Northwestern Mutual policies. He bought his first one in 1938.

Some observations on college education
by VERNON STOFFER
President,
Stouffer Corporation

"I RECENTLY HEARD that college-trained parents buy more life insurance than non-college parents—even though they might be on the same economic level. 'I strongly suspect that many of these college people use this added life insur-

ance to complete the circle and assure a college education for their children. They know first-hand just how much this advanced schooling can mean in later life.

"Now the average cost of four years of college is over \$8,000. There are estimates that it will be double this amount in 10 years.

"I can sympathize with parents who will be facing these high costs. Some of them will undoubtedly think first of a

savings fund—and, for those fortunate enough to stick with it, this may work. But I suggest that only with specially planned life insurance are such large sums surely available when needed.

"To my way of thinking, life insurance for a college education puts your child in a circle of success. For figures show that a man's college degree, in terms of earnings through the work years, can mean an extra \$100,000."

There is a difference!

All life insurance
educational plans
aren't alike

YOUR MONEY grows faster at Northwestern Mutual. The company has a particularly high Investment Quotient ... which means that you get a greater return for every dollar you invest. There are several reasons for this. One concerns Northwestern Mutual's low operating cost. Home office operations have always been kept simple. Now, with the added help of modern electronic equipment, our employees can give even more efficient service to policyowners. In fact, the portion of premium used for operating expenses is just about half the average of the 14 other largest insurance companies.

Another reason for Northwestern Mutual's faster money growth is a progressive investment policy. Average net interest earned has, for years, been above the average of the 14 other largest life insurance companies.

Because we are a mutual company, policyholders own the company ... sharing in the earnings and the economies. If you would like more information, contact your Northwestern Mutual agent. He's listed in the phone book. The Northwestern Mutual Life Insurance Company, Milwaukee, Wisconsin.



The NORTHWESTERN MUTUAL LIFE Insurance Company
MILWAUKEE, WISCONSIN
"BECAUSE THERE IS A DIFFERENCE"

Changes In The Field

Aetna Life

W. W. Smith, general agent at St. Louis, becomes a partner with O. A. Krebs of the William Street agency, which Mr. Krebs has headed since 1946. Mr. Smith has been assistant general agent and supervisor of the William Street agency, manager of the group department at St. Louis and

group representative at St. Paul. He is a director of St. Louis Life Underwriters Assn. and a former director of St. Louis General Agents & Managers Assn.

R. V. McWilliams, a partner in the William Street agency, is transferred to the 42nd Street general agency as a partner with L. W. Sechtman, general

agent there for nearly 20 years. Mr. McWilliams has been a group representative at Indianapolis and Rochester, N.Y., and brokerage supervisor and associate general agent at the William Street agency.

Connecticut Mutual Life

W. C. Smith, supervisor at Cincinnati, has been appointed general agent at San Antonio, to succeed G. A. Helland, who has retired but will remain with the agency as associate general agent.

C. H. Gibson, assistant general agent

at El Paso, will head the new general agency there. Formerly, the El Paso agency was part of the San Antonio agency. Mr. Gibson is president of El Paso General Agents & Managers Assn.

Washington National

R. C. Heverly has been appointed general agent at Cedar Rapids, Ia. He has been with Massachusetts Mutual as an agent, supervisor and district manager.



R. C. Heverly

John Hancock

W. H. Schneidewind Jr., associate general agent at Newark, has been appointed general agent there, to succeed J. B. MacWhinney, who has retired. Mr. Schneidewind is a CLU and graduate of the Purdue course.

J. W. Gardiner, assistant general agent at Newark, and John Korbicz have been appointed general agents of new agencies at, respectively, Paterson and Saddle Brook, N.J. Mr. Korbicz is a member of Million Dollar Round Table.

Paul Revere Life

O. F. Miller has been named regional group manager at Los Angeles. He has been director of group sales for American Travelers Life and was with Bankers Life of Iowa.

Central National Life

L. B. Kaplan has been made resident vice-president at Philadelphia, responsible for eastern Pennsylvania, southern New Jersey and Delaware.

Valley Forge Life

A. B. Busch, F. L. Coughlan and M. W. Romary have been named brokerage supervisors at Detroit, Philadelphia and East Orange, N.J., respectively.

Pacific Mutual Life

R. D. Carroll has been appointed manager at Santa Barbara, Cal. He joined John Hancock in 1946 and Pacific Mutual last year.

Jefferson National Life

Two general agents have been appointed: H. E. Cole, Sycamore, O., and T. G. Hallaron, Pleasure Ridge Park, Ky.

Employers Life

A. R. Rose, former associate general agent for United Life & Accident, has been appointed manager at Baltimore. He is a CLU.

Pan-American Life

G. G. Harrington has been appointed general agent at Newark. He was district agent for Northwestern Mutual Life, district manager for Provident Mutual Life before joining the New

At Kansas City Life ... and in his Community The Agent is KEY MAN

At Kansas City Life... and in his community... the Agent is Key Man.

An outstanding example of this broad concept of the "Key Man" is Ben Epstein of Houston, Texas.

As a leader in persistency—100 per cent over 24 months—for Kansas City Life, Ben Epstein is a vice-president this year of our President's Club. Winning honors with Kansas City Life is nothing new for him. He has been president three times of our group of outstanding agents, The President's Club, and prior to this year was a vice-president of the organization four times. He is a Star Member of this group, having qualified every year since its inception in 1945.

Among his many civic activities at Houston have been the National Conference of Christians and Jews, the United Jewish Campaign, the board of his church and even a scout for the Baltimore Orioles!



Ben Epstein is a Life and Qualifying member of the Million Dollar Round Table and has appeared on their Round Table program. He is also a member of the Texas Leaders Round Table and has qualified for the National Quality Award fourteen times.

It can truly be said, and we say it with pride, that Ben Epstein is a *Key Man* to his community as well as to Kansas City Life.



KANSAS CITY LIFE
INSURANCE
COMPANY

Home Office / Broadway at Armour / Kansas City, Missouri
Represented in 41 States and the District of Columbia

Service Guide

ROBERT I. BUSHNELL
Management Consultant
to Insurance Organizations
FIRE—CASUALTY—LIFE
Haydens Hill Road Fairfield, Connecticut

new general agent for the El Paso San Antonio resident of El Paso & Manager of the El Paso National



C. Heverly

ck Jr., associate agent, has been promoted to senior service representative.

L. E. Cade of the Toronto group office has been made group sales representative.

R. E. Anderson, formerly assistant regional group manager at Milwaukee, has been named assistant group service manager at Chicago.

Appointed group service representatives were John Rudmann at Cleveland, R. C. Smith and R. R. Larson at San Francisco, and S. L. Smith, Los Angeles.

Alfred Brown has been made assistant supervisor, group sales administration in the company's Los Angeles home office group division.

Ga. International Life T. B. Overstreet, Prudential agent at Tallahassee, Fla., and W. T. Robinson, Aetna Life agent at Tacoma, Fla., have been appointed general agents in their respective cities.

Old Equity Life J. W. Basinger has been named state manager for Louisiana at Opelousas.

Great-West Life J. R. Kenney has been appointed supervisor at Dayton, O.

Berkshire Life W. H. Melvin Jr. has been appointed general agent at Pittsburgh, where he

has been general agent for Continental American Life. He succeeds W. M. Furey, who has been elected superintendent of agencies. Mr. Melvin has also been a supervisor for Aetna Life.

Prudential W. G. Godfrey has been promoted to agency assistant at South Bend, Ind.

D. C. Marchant, formerly staff manager at Cedar Rapids, Ia., has been promoted to manager at Council Bluffs. He has been with the company since 1931.

H. C. Clynick, investment manager at the Chicago regional home office, has been promoted to associate general manager there. He has been with the company since 1934.

Manufacturers Life H. S. Kinney has been made broker-agent manager at Denver. Until recently he was trust officer for Colorado National Bank. He is a member of the American, Denver, and Colorado bar associations and is associated with the Lee Vranek agency, Denver.

Mutual Trust Life Six district sales managers have been named: P. J. Bratt, Des Plaines, Ill.; J. E. Crom, Cincinnati; I. H. Curtiss Jr., Chicago; W. H. Glaser, Dayton, O.; R. D. Langlois, Salt Lake City, and F. R. Vreeken, Thousand Oaks, Cal.

National Life Of Vermont J. H. Olsen, who has had his own life brokerage office in Columbus, O., has been appointed general agent there. He was assistant general manager at Columbus for Mutual Benefit Life and before that was with Paul Revere Life.

Hartford Life R. C. Rice has been appointed manager at Orlando, Fla. He has been district manager there for Aetna Life.

EASTERN LIFE has appointed as general agent at New York the Jaffe Life Organization, Inc., affiliate of the Jaffe multiple line agency, with Harvey Zimmerman as manager. Mr. Zimmerman has been brokerage manager of Berkshire Life and before that was with Penn Mutual Life.

Occidental Of California E. A. Larson has been appointed general agent at Everett, Wash. He has been with New York Life for 10 years.

Three brokerage managers have been named: J. F. Hypes, Pomona, Cal.; W. J. Sweet, Des Moines, and R. B. Bussman, Van Nuys, Cal.

A. J. Tercek, previously associate regional group manager, has been made regional group manager at Cleveland, replacing Maurice Machanich, who has been transferred to northern California.

F. W. Hardin of the Los Angeles group service office has been promoted to senior service representative.



Can't someone do something about rising costs of Group Major Medical Care?

Yes.

You can. And your prospect (the employer) can.

You've heard the employer's anguished cries as he faces the ever-increasing costs of a major medical expense protection. That means you're faced with the problem of providing him with coverage he can afford.

What's the answer?

Occidental's new INCOME-BALANCED MAJOR MEDICAL PLAN. It's a plan graded according to the income of the employee. It gives the employee:

FLEXIBILITY The employer specifies what he wants in medical coverage. He picks the deductible, co-insurance percentage, and surgical benefit schedule for his employees, according to their salary class.

ECONOMY The employer saves because he pays only for the coverage he needs. No more. He controls the cost by computing his own needs.

It all adds up to a custom tailored major medical plan. Ask us for details.

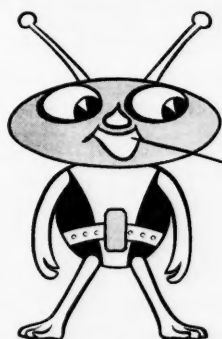
OCCIDENTAL LIFE

Insurance Company of California

Home Office: Los Angeles/W. B. Stannard, Senior Vice President

(A MEMBER OF THE TRANSAMERICA INSURANCE GROUP)

We pay Lifetime Renewals... they last as long as you do!



Zfbg ux BFCX *
MFOp UD LYVX **
RedPI Duplz ***

HE'S RIGHT!!

* **Life and Casualty's Family Protection Plan** is the ideal low cost starter for a young family's Insurance Program.

** **The Family Protection Plan** provides needed insurance on all family members with one policy and one premium.

*** **Life and Casualty's Family Protection Plan** is written in the weekly premium and ordinary departments.

Life Insurance in Force
over \$1,700,000,000

Life and Casualty
Insurance Company of Tennessee

HOME OFFICE
NASHVILLE

Home Office Changes

Pan-American Life

I. H. Fust, administrative superintendent of agencies, has been named superintendent of agencies.

L. C. Miller, director of training, has been promoted to assistant superintendent of agencies. He is a CLU.

J. W. Nelson, agency secretary, has been appointed agency administrator.

Seth Gatchell, field supervisor, has been named director of training.

L. P. Pagragan Jr., assistant agency secretary, has been advanced to agency secretary.

Irma Hennessey, in the agency department since 1951, has been named agency accountant.

Wallace Taylor, pension consultant for American General Life of Houston,

has been appointed director of pension sales. A CLU, he was also with Southwestern Life of Dallas.

John Hancock

G. E. Emerson Jr. has been promoted to associate director, research and development, in the city mortgage department.

Equitable Society

J. K. McKee, uptown divisional group manager of the greater New York department, has been appointed manager of special sales activities.

Dr. G. K. Higgins has been appointed chief of the chemical laboratory. He has been associated with New York City Community College, New York Eye & Ear Infirmary and Pack Medical Group.

Republic National Life

Del Arneson has been named vice-president and director of group operations; Ralph Hauptman, assistant vice-president and group underwriter, and Frank Brunswick, assistant secretary in charge of office administration.



Del Arneson

New England Life

W. L. Wadsworth, general agent in Buffalo, has been appointed agency consultant. He is past president of Buffalo Life Underwriters Assn., Buffalo General Agents & Managers Assn. and New England Life general agent. Pending a decision as to Mr. Wadsworth's successor, Wayne E. Bauman, manager, will be in charge of the agency.

Northwestern National Life

W. J. Holm, assistant counsel, has been promoted to associate counsel. He has been with the company since 1950.

J. F. Murphy, formerly an attorney in the Missouri department, has joined the company as associate counsel.

California Life

R. E. Little has been named associate director of agencies. He has been western director of agencies for American Life & Casualty and prior to that he had been a general agent for Paul Revere Life at San Francisco.

Great-West Life

W. P. Latournerie, formerly assistant comptroller, has been appointed associate comptroller and J. H. Newfeld, planning manager, and J. B. Bennett, accountant, have both been named assistant comptrollers.

Massachusetts Mutual

R. T. Blinn, methods analyst in the planning department, has been named manager of internal programming of the electronic data processing department.

Southland Life

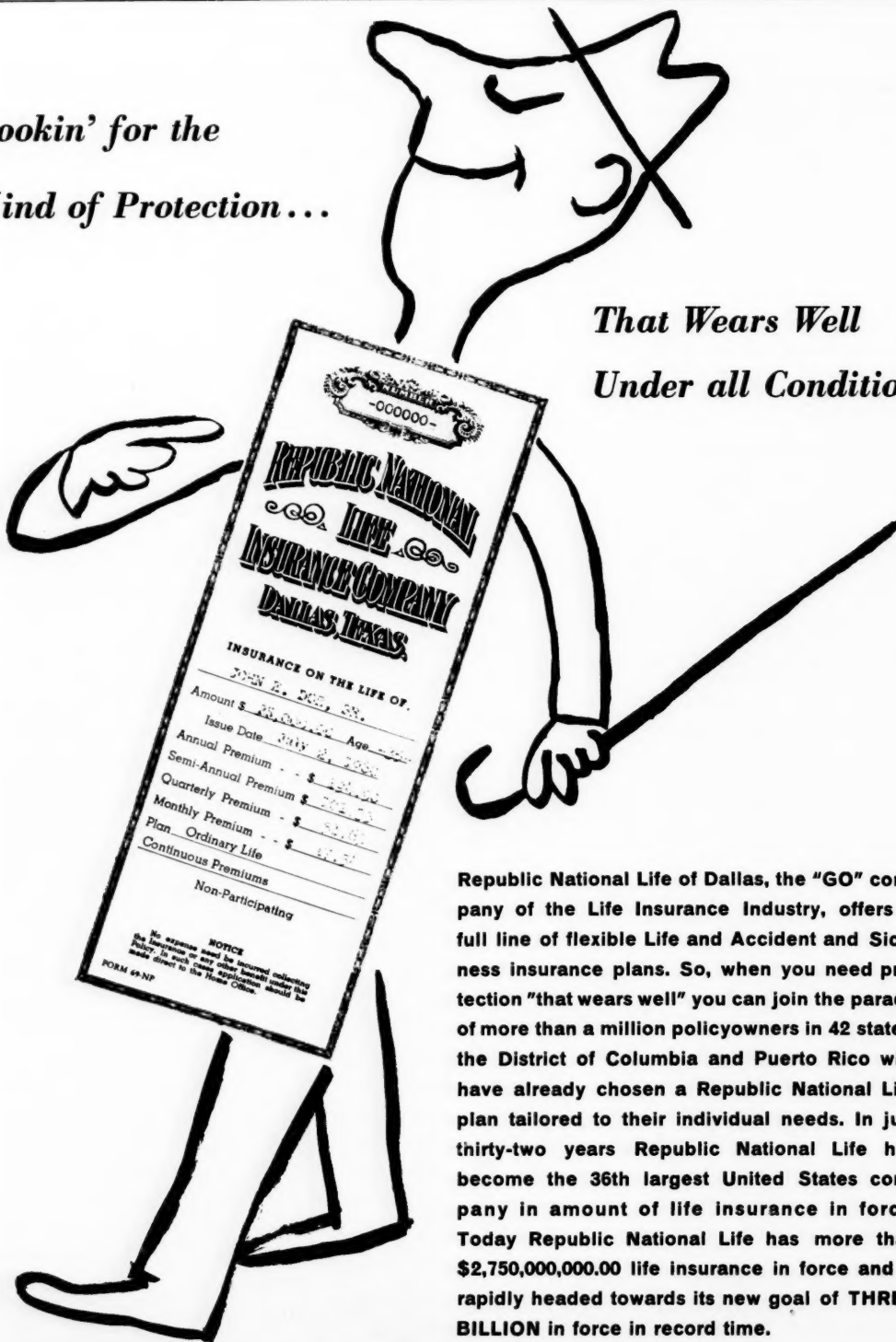
E. D. Roberts, formerly a representative for the company at Oklahoma City, has been named field assistant at the home office. He has been with Southland since 1952.

INSURANCE CITY LIFE—C. A. Peterson, vice-president, has been appointed vice-president of Pearce-Union Co., Florida home building firm. He will, however, continue with the insurance company in an advisory capacity as a director.

NORTHWESTERN LIFE—R. G. Engel, executive vice-president, has been named to the board.

Charles W. Short has been appointed director of sales and development for Heritage Securities, an associated company of **NATIONWIDE LIFE**. Heritage is the distributor of Mutual Income Foundation, an open-end mutual fund marketed by Nationwide Life agents. Mr. Short joined Nationwide Life in 1949.

Lookin' for the
Kind of Protection...



That Wears Well
Under all Conditions?

Republic National Life of Dallas, the "GO" company of the Life Insurance Industry, offers a full line of flexible Life and Accident and Sickness insurance plans. So, when you need protection "that wears well" you can join the parade of more than a million policyowners in 42 states, the District of Columbia and Puerto Rico who have already chosen a Republic National Life plan tailored to their individual needs. In just thirty-two years Republic National Life has become the 36th largest United States company in amount of life insurance in force. Today Republic National Life has more than \$2,750,000,000.00 life insurance in force and is rapidly headed towards its new goal of **THREE BILLION** in force in record time.

REPUBLIC NATIONAL LIFE Insurance Company DALLAS, TEXAS
LIFE • ACCIDENT • SICKNESS • MEDICAL AND SURGICAL REIMBURSEMENT • HOSPITALIZATION
GROUP • PENSION • FRANCHISE • BROKERAGE • COMPLETE REINSURANCE FACILITIES

Holding Co. Set Up For Insurance, Investments

North Central Co., a holding company designed to provide a one-stop insurance and investment service, has been formed at St. Paul through sale of \$1 million in new stock and exchange of shares in North Central Life. The transaction was made through sales of 142,860 shares of new stock at \$7 a share and by exchange of one share of North Central Life stock for 27 shares in the holding company. Already 84% of the life company stock has been exchanged.

Sanborn Is President

Theodore Sanborn, president of North Central Life since 1951, is president of the new company. North Central Co. plans to operate in four principal areas. It will own the life company and will sell mutual funds either by setting up its own fund or by selling shares from existing funds. The company plans to enter the fire and casualty field, probably by acquiring an existing insurer, and it will provide financial backing and management know-how to large agencies desirous of establishing their own company.



NALU building committee responsible for buying, reconstructing and equipping the new headquarters building at Washington: Seated, from left, Stanley C. Collins, Metropolitan Life, New York City, and Albert C. Adams, John Hancock, Philadelphia, both of whom are past presidents, and A. W. Defenderfer, John Hancock, Washington, committee chairman; standing, Herbert R. Hill, Life of Virginia, Richmond, and John C. Donohue, Penn Mutual, Baltimore, fund-raising chairman, both of whom are former NALU trustees; David M. Blumberg, Massachusetts Mutual, Knoxville, Tenn., former trustee and now secretary of NALU, and Lester O. Schriver, NALU executive vice-president.

LIAMA Article Awards Go To Schur, Brewer

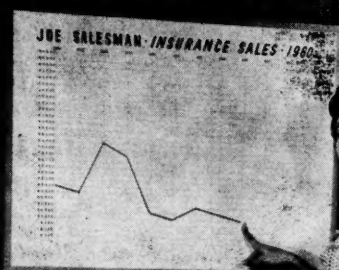
William Schur, assistant general agent of Connecticut Mutual Life at New York, and Robert Brewer, district manager in Pine Bluff, Ark., for Life of Georgia, have been named the winners of article awards for the best ones appearing in "Manager's Magazine" and "District Management," both LIAMA publications. The awards, inscribed desk clocks, were presented at the NALU annual meeting in Washington, D. C., by Harry J. Wood, LIAMA's managing director.

'What Price Anxiety?'

Mr. Schur's article, "What Price Anxiety?" which appeared in the 1960 special 35th year issue of "Manager's Magazine," pointed out some of the insecurities life insurance agents are prone to and the best process a supervisor can adopt for alleviating them.

Mr. Brewer's article, "I Learned the Grim Truth About My Agency," published in the 1960 special 10th year issue of "District Management," described how he reorganized a dissatisfied agency into one that clicked as a management team.

Marie... JOE SALESMAN'S GIRL-FRIDAY



"Our sales would zoom if we only had Anico's line, facilities and commissions."



ANICO SALES LEADERS

Econ-O-Master Family Policy
Econ-O-Parent & Children Plan
Ladies Special Policy
Preferred Premium Life
\$25,000 Executive Special
Std. Renewable A & H and H & S Policies
Non-Medical to Age 45
Annuity Conversion Rider (free)
Equity Builder Policy for Pension and Profit-Sharing Plans
(Ask about other specials)

OPENINGS EVERYWHERE IN TERRITORY FOR REPRESENTATIVES, BROKERS AND SPECIAL BROKERS

Inquiries about these or other openings for those with special qualifications and experience will receive prompt attention and answer. For information address: COORDINATOR OF SALES

AMERICAN NATIONAL INSURANCE COMPANY

GALVESTON, TEXAS

OVER 5 BILLIONS OF INSURANCE IN FORCE

LOOKING FOR

an Agency all Your Own?



TRY THIS!

Write State Life today and discover for yourself the tremendous opportunities being offered men who want to enjoy all the benefits derived from being agency managers. Yes, this can be the big moment you've been looking forward to . . . the moment that can have its start in joining a good, fast-growing, aggressive company offering everything that it takes to interest and develop agents and agency managers. Our vigorous program of agency building encompasses a host of advantages too numerous to state here . . . so, don't delay in getting the facts without obligation.

DIHL H. LUCUS—Vice-President and Director of Agencies

The STATE LIFE Insurance Company Indianapolis

A MUTUAL COMPANY FOUNDED 1894

Insurers Describe Customer Relations

(CONTINUED FROM PAGE 7)
ploys its own auditors and other personnel and reports its findings and other suggestions to policyholders in the annual statement and to the company's board of trustees.

The committee gives Northwestern Mutual the benefit of outside thinking from leaders in industry, finance, and the professions. Committee members are authorized to look into everything

the company does, to ask questions, to look into records and expense accounts. From time to time company procedures have been changed at the suggestion of the committee. The first Northwestern Mutual nationwide advertising campaign came at the suggestion of the examining committee, which also urged that an outside accounting firm handle the company's books.

Northwestern Mutual maintains an insurance services committee, which conducts campaigns to increase customer awareness of insurance problems. As part of a centennial program in 1957 the committee sent personalized letters to all of its policyholders who had not changed their beneficiaries in 10 years or more. An estimated 30% of those reached had changes to make, either through their agents or directly with the company. This program also resulted in some excellent advertising for the company.

Mutual Life Of N. Y.

Activities at Mutual of New York have shown how concrete changes in a company's efficiency and stature can be made by the introduction of market-minded thinking. A few years ago the company started a drive to answer promptly and fully all complaints from policyholders within three working days. In addition, these complaints were studied and classified with the idea in mind of cutting out sources of irritation, misunderstanding, and bad will.

When complaints piled up in a certain category, the statistical study, under the direction of Carl Cefola, director of public relations, would show up the difficulty—and remedies would be found. Mr. Cefola makes regular reports to the president about the status of these letters. Not always are the complaints reasonable. But even the unreasonable ones can spotlight areas of tension and dissatisfaction. When this program was started, as many as 900 complaining letters a month were processed and responded to. In recent months, complaints have averaged about 35 per month.

Special emphasis has been placed not only on polite letter-writing, but on the speed of the reply. Three business days are allowed by the company as the proper limit for replying. In May of this year, 95% of the letters sent out by the company met this requirement. The results of this program are also tabulated, and when letters have been answered after a delay of 10 days or more, an explanatory letter to president must also be written by the responsible employee.

The company has a policy of getting out market surveys regularly to see how well it is doing and what it should do better. About every month the company gets out a service audit, designed to see if customers are satisfied with various services. Recently Mutual's tax information sent to annuity clients was altered when it was discovered that this information was not reaching policyholders in time to help them with their tax figuring.

When it came out that the payment on policy surrenders was not punctual and that policyholders were annoyed by the lack of company interest, new procedures were set up to give better service.

Premium notice advertising was another source of annoyance and sometimes confusion. As a result, it was eliminated.

Of a more general nature is the policyholder survey that is issued once every five years. This survey is always the same, designed so that a long-term comparison can be made of client's attitudes. As a result of this program, not only are policyholders' wishes made known, but it has resulted in making the entire company public relations conscious.

Thus, after Mutual of New York asks itself whether a new policy line or procedure is in the interest of the policyholder, another question is asked—will the policyholder react to this or that change in a favorable way?

Mutual sends out a complete annual statement to all of its policyholders without asking them to send in for them. There is also a policyholder magazine, *MONY Topics*, which goes out to every customer of the company with premium notices. The magazine discusses a range of topics interesting to the general public. It has a small article on a newsworthy policyholder, hints on accident prevention, news of new Mutual coverages.

In addition to the magazine and the annual report, the company gets out

This full page advertisement, fourth in a series during 1960, is aimed at a combined circulation of 4,780,000 in *TIME*, *NEWSWEEK* and *U. S. NEWS & WORLD REPORT*.



Is a Group Retirement Plan Practical for Small Firms?

State Mutual's PLANNED BUSINESS Insurance Says 'Yes'

An insured State Mutual group retirement plan, with *guaranteed lifetime* income benefits, may well be the most practical investment a small firm can make—especially while the company and the employees are young. A group retirement plan offers substantial tax savings. It boosts "manpower profits", too . . . by helping to attract and hold better employees . . . by increasing employee morale and efficiency.

Group retirement planning is just one part of State

Mutual's new Planned Business service designed to help management of firms small or large measure and meet their most urgent insurance needs.

Planned Business service is offered exclusively by State Mutual of America, one of the nation's oldest and strongest life insurance companies. The man to see is your nearest State Mutual agent or group representative. Or write to us here in Worcester, Mass.



**STATE MUTUAL
OF AMERICA**

State Mutual Life Assurance Company of America, Worcester, Massachusetts

Founded 1844 • Over \$3 billion of Life Insurance in force • LIFE • NON-CANCELLABLE SICKNESS & ACCIDENT • GROUP

Investing Over \$2 Million Each Week for the Growth of American Enterprise

N. Y.

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ments, such as the Forand bill.

The nature of policyholder relations
makes the subject so much a part of
what any good company does that
several respondents to THE NATIONAL
UNDERWRITER questionnaire on the sub-
ject rebelled at the idea of treating the
efforts of their companies in the cus-
tomer relations field as a separate cate-
gory or a separate program.

A Casualty Company

The advertising manager of a cas-
ualty company writes:

"Paradoxically, it seems to me, we
have a number of highly formal pol-
icyholder relations 'programs,' and we
have none. We are, at once, in the
actual business of maintaining good
policyholder relations and yet, have no
one person (that I know of) in charge
of it. I take that back. We have such a
man and we call him 'president.' He,
in turn, has many men reporting to
him, variously called vice-presidents,
managers, underwriters, salesmen,
typists, etc., whose job descriptions in-
clude or imply that they are in
charge of policyholder relations. In

other words, I guess what I am trying
to say is that we may have many
people—hundreds in fact—who think
they are charge of policyholder rela-
tions—and isn't that a happy circum-
stance?

Company's Job

"It is a fact, I believe, that 'policy-
holder relations' is actually our job
as a company; it is what we are in
business for. Each policyholder service
department—Sales, claims, accident
prevention, etc.—has an elaborate
'program' of maintaining good policy-
holder relations. Each technical de-
partment, each staff department has
such a 'program,' whether formalized
in job descriptions or not. The entire
organizational structure of a company
like ours—and, I am inclined to be-
lieve, all other companies still in busi-
ness—is designed for the express pur-
pose of maintaining good policyholder
relations.

"In my job, I have something to do
with public relations, and, of all our
various publics, I consider our policy-
holder to be the most important.
Therefore, our policyholder literature
—annual reports, financial statements,

policy or invoice enclosures—every-
thing, in fact, up to and including our
national advertising, is designed and
written with the maintenance and
improvement of policyholder relations
in mind "

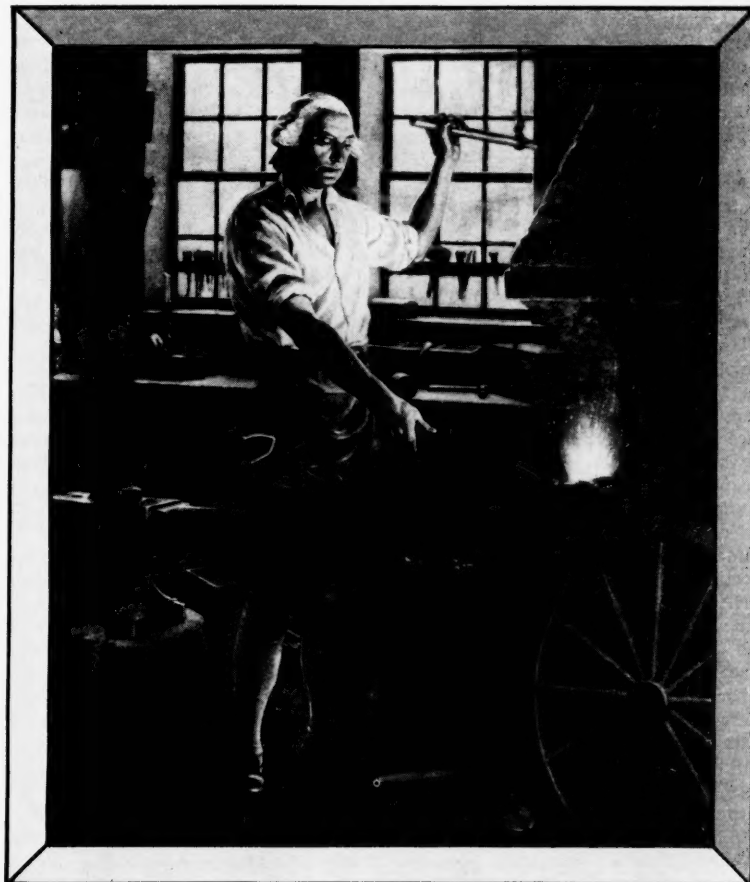
North Jersey Rose Show To Be Housed At Colonial Home Office

The annual rose show sponsored by
North Jersey Rose Society, an affiliate
of American Rose Society, will be
held at Colonial Life's home office
Sept. 24. Over 2,000 persons attended

last year's exhibit at the Colonial
building. Richard D. Nelson, execu-
tive vice-president, will represent the
company in handling arrangements
with the show committee, and Mrs.
Nelson will officiate at the ribbon-
cutting show opening ceremony.

Group Program At Pacific Mutual

A four-week group sales training
program has been scheduled for Oc-
tober 3-28 by Pacific Mutual. The
course will be held at the company's
home office in Los Angeles.



"The Colonial Blacksmith"

Like many of his neighbors, George Washington was forced to make
many of his own tools and farm implements in the pre-Revolutionary
days because they could not be secured from far away England. Here
he is shown forging a new plow.

This reproduction is one in a series of eleven original oil
paintings by Walter Haskell Hinton which portray
little-known events in the life of our Country's first
president, George Washington.

A booklet containing full-color reproduction of all
eleven paintings is available upon request. In ad-
dition, we hope you will visit us and view the original
paintings which hang in our Home Office Gallery.

Washington National

INSURANCE COMPANY

EXECUTIVE OFFICES • EVANSTON, ILL.



LIFE • ACCIDENT • SICKNESS • GROUP • HOSPITAL • SURGICAL • MEDICAL

One Agent...

who learned about the
Valley Forge "Home Mortgage
Protector Plan" early this year
has, since then, written \$150,000
in Mortgage business for
financial institutions in his
locality. Program may include
Life and Disability benefits in
the 23 states listed below. * * *
There are mortgage firms,
banks and savings and loan
associations in your
neighborhood who will welcome
this plan. May we give
you details?



Affiliate of the American Casualty Group
READING, PENNSYLVANIA

IN THESE STATES: Alabama, California, Delaware, District of Columbia, Florida, Georgia,
Idaho, Illinois, Louisiana, Maine, Maryland, Michigan, Minnesota, New Jersey, North Car-
olina, Ohio, Pennsylvania, Tennessee, Texas, Utah, Virginia, West Virginia and Wisconsin

Editorial Comment

Good-Bye To The Midyear (In 1963)

After a suspenseful debate, National Assn. of Life Underwriters has voted to eliminate the midyear meeting, after the next two, for which commitments had already been made.

This move is bound to be received with mingled emotions, even by those most firmly convinced that the mid-year had become a useless appendage. The argument was made for it that it enabled a lot of members in the general area of the midyear meeting city to participate in a big-time NALU session as they would probably not otherwise have the chance to do. This may be true, but it was a large price to pay. More than two-thirds of the national council that voted at Washington last week to do away with the midyear evidently felt it was too great a price.

Though we have no vote, we're completely in accord with the dropping of the midyear meeting. We've covered many of these gatherings. The attendance has been getting skimpier. There has been too often sound justification for postponing action on anything of any importance so as to have the benefit of a more representative national council than is present at midyear meetings.

NALU has become such a large organization, with so many committees and functions, that when two meetings a year are held it is necessary to start getting ready for the next one almost as soon as the current one is over. It seems obvious that everything that could be accomplished with two meetings a year, considering the kind of gatherings the midyears have become, could be accomplished even more effectively and at much less expenditure of time, effort and money than when a midyear meeting is held.

This will not happen automatically, of course, by simply eliminating the midyear. One of the big reasons advanced for dropping it is that it would enable the association to concentrate on the annual convention and make it a much more effective and valuable meeting. But it will take intelligent planning.

In this connection, we wonder if it

isn't time to do something to curb the campaigning for officer and trustee posts that is so colorful but so time-consuming a feature of the annual conventions. This year some committee meetings lacked the attendance of committee members and visitors that they should have had, merely because people who would otherwise have been in the committee meetings were out campaigning.

Surely if NALU is to move toward the status of a professional organization it must consider whether it can do so and still continue to have the kind of campaigning for office that now characterizes its annual gatherings. We don't know the answer, because rules can be got around, with gross unfairness to the candidates and their backers who try to tone down their campaigns to the desired level. But it is unquestionably a problem.

Another question, if there is to be only one meeting a year, is the sheer bulk of the work-load. Perhaps some types of talks, etc., that would be appropriate and welcome at a less heavily loaded convention should be eliminated from a schedule so crowded as NALU's will be after the midyear is eliminated. Some notable talks are given at NALU conventions, but how much can members of the board of trustees, national council and the various committees enjoy these fine addresses when they stretch out a convention that is already long without them? Perhaps more effort should be made to find out from the working members how much they think the "work" portion of the convention should be diluted by features that many are too tired to enjoy.

These wheelhorses, as NALU rightly calls them, might prefer a shorter convention, with the work-load more concentrated into fewer days, thereby permitting the workers to get back to their homes and their jobs sooner. Or if they want the work-sessions broken up somewhat, maybe they'd rather just have some free time to be on their own, instead of listening to speakers whose messages, however stirring, have no bearing on either

their NALU job or their back-home money-earning job.

If a preponderance of NALU convention-attenders have the fortitude to enjoy a program interlarded with talks having nothing to do with NALU or their personal jobs, they should by all means be given it, for it would be little enough reward for the job they are doing for NALU. But if they regard such talks as a chore to listen to, something to be attended mainly out of courtesy to the speakers, then maybe it's time to do a little opinion-sampling and see if the wheelhorses are getting the kind of fare they'd like best.—R.B.M.

Personals

Robert N. Teague, agent of Massachusetts Mutual at Rochester, N. Y., has received the "Pop Warner Award" for outstanding service to youth in a non-professional capacity. The award, which was originated in 1954 by the College Football Coaches Assn. and is given annually to two men, one from the west and another from the east, is in memory of the famous football coach, Glenn "Pop" Warner, who died 12 years ago.

E. A. Frerichs, vice-president and agency director of Security Mutual Life of Nebraska, represented his company at the recent NALU convention at Washington.

Don F. Sorensen, director of press relations and publications of Occidental of California, has been elected to the board of International Golf Sponsors Assn. He is president of Los Angeles Junior Chamber of Commerce, which for the past 34 years has sponsored the Los Angeles Open Golf tournament.

Albert H. Wood, executive director Western Information Service, has been named senior advisory committee chairman of Advertising Assn. of the West.

Frank L. Rowland, retired managing director of Life Office Management Assn., and **Jack L. Batchler**, retired secretary of Kansas City Life, have embarked for a trip around Africa. They will stop at numerous ports on the east coast of Africa, at Cape Town, and several islands on their return, including Ascension Island, St. Helena and the Canary Islands. They plan to disembark at Mombassa, Kenya, and

proceed to Nairobi, Kenya, where they will spend a month at the New India Ins. Co. office. They will spend several days at Cape Town visiting with officials of South African Mutual, South African National and other life companies. Mr. Batchler was president of LOMA 1951-52.

Deaths

CHARLES E. BURNS, 62, former Vermont commissioner of insurance, died in the hospital at Burlington.

HELEN SUGG, senior examiner of the Kentucky department, died. She had been with the department for 10 years.

Kueckelhan And Becker Win Wash. Primary Tests

Winners in the Washington primaries for insurance commissioner were Lee I. Kueckelhan for the Democrats and Fred C. Becker for the Republicans.

Mr. Kueckelhan, chief deputy under William A. Sullivan and Mr. Sullivan's personally backed candidate, beat out seven opponents, the closest competitor being Dan Sullivan.

Ran Twice Before

Mr. Becker is a Seattle local agent. His serious opposition came from Robert S. Coplen, an adjuster. Mr. Becker has made two previous tries to become commissioner, but was swamped both times by Mr. Sullivan.

Minn. Commissioner Warns Against Improper A&S Ads

Commissioner Magnusson of Minnesota has warned that misleading advertising is being used in soliciting A&S business by mail by certain out of state companies unlicensed in Minnesota. The companies are flooding the mails with advertising material in sharp conflict with the Minnesota A&S insurance advertising code, he said.

The commissioner suggested that citizens of the state check with his office before they buy any insurance solicited by mail.

Stocks

By H. W. Cornelius of Bacon, Whipple & Co. 135 S. La. Salle St., Chicago, Sept. 20, 1960

	Bid	Asked
Aetna Life	79	81
American General	31½	32½
Beneficial Standard	13½	14½
Business Men's Assurance	42	43
Cal.-Western States	50	52
Commonwealth Life	19	20
Connecticut General	367	377
Continental Assurance	150	154
Franklin Life	68	70
Great Southern Life	68	71
Gulf Life	18½	19½
Jefferson Standard	41	42½
Liberty National Life	59	61
Life & Casualty	16½	17½
Life of Virginia	54½	56
Lincoln National Life	206	212
National L.&A.	111	114
North American, Ill.	12½	13
Ohio State Life	40½	42½
Old Line Life	57	61
Old Republic Life	20	21
Republic National Life	34½	36½
Southland Life	88	92
Southwestern Life	55	57
Travelers	81	83
United, Ill.	32	33
U. S. Life	39	40
Washington National	45	47
Wisconsin National Life	30	31

THE NATIONAL UNDERWRITER

The National Weekly Newspaper
of Life and A&S Insurance



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175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WABash 2-2704 TWX CG 654
Raymond J. O'Brien, Advertising Manager

SUBSCRIPTIONS: 420 E. Fourth St., Cincinnati 2. \$7.50 per year (3 years, \$20); Canada \$8.50 per year (3 years, \$23); Foreign \$24.50. 30 cents per copy, back copies 50 cents. CHANGE OF ADDRESS: Enclose mailing wrapper and Post Office form 3579 with new address, and allow three weeks for completion of the change.

BUSINESS OFFICE

420 E. Fourth St., Cincinnati 2, Ohio
Charles P. Woods, Sales Director

REGIONAL SALES MANAGERS

Fred Baker, Atlanta
Paul Blessi, Cleveland
Ronald Bova, Denver
Alfred E. Cadis, Dallas
David Chapman, Des Moines
Dana L. Davis, Boston
James E. McSurely Jr., New York
William J. Gessing, Detroit
Clarence W. Hammel, New York
Roy H. Lang, Boston
Howard J. Meyer, Minneapolis
Raymond W. Rieke Jr., Los Angeles
William D. O'Connell, Chicago
George C. Roeding, Cincinnati
A. J. Wheeler, Chicago
Robert J. Wiegand, Chicago
George E. Wohlgenuth, St. Louis
Robert L. Zoll, Philadelphia

NALU President Has 11-Point Program

(CONTINUED FROM PAGE 1)

schedule should be established to attain this goal.

NALU convention programs, procedures, formats and organization should be carefully restudied with a view to meeting today's demands for time, position and facilities to serve the needs of all units of NALU in the best possible way. Holding some conventions outside metropolitan areas should be considered. Techniques that will help book top-notch speakers should be studied. Convention themes should be restudied with a view to generating a much stronger popular appeal to all concerned.

Should Assume Lead

NALU should assume greater leadership and responsibility in establishing liaison with other organizations with which NALU shares interests and problems. NALU should be represented at meetings of these organizations, and vice versa.

Following is a summary of Mr. North's 11-point program:

1. Renew faith in cash-value life insurance: Agents should rededicate themselves to the good-property concept of life insurance; they should not assume that "people are sold on life insurance," but must recognize that millions of Americans are not familiar with the fundamental services that life insurance is capable of providing. The public must be helped to understand the different results from "selling" a policy of permanent life insurance and buying another to replace it, and the replacing of a security with another.

Don't Criticize Rivals

Agents should devote less time and effort to criticizing and condemning their competition. "We should take the initiative in the sale of the many and unique services of life insurance, insisting that competitors try to equal the values and benefits of life insurance."

2. New approaches should be sought and studies should be broadened to determine the proper employment of group insurance as a factor in the country's expanding economy: Buyers of group insurance should be asked to give the benefit of their thinking, thereby insuring a completely objective point of view in the understanding of the more pressing among the group problems.

The ultimate impact of uncontrolled "wild," "jumbo" and certain association group on buyers and owners of permanent life insurance must be ap-

praised continuously and trends carefully studied. "Every effort must be extended to guard against the possible charge of 'feather-bedding' and self-serving in our opposition to direct placement and similar tactics. At the same time, we should do everything we can to perpetuate the traditional "agent-policy-owner" relationship and personal service it implies."

"Prospective buyers who may threaten to use means other than life insurance unless insurers quote rates less commissions are employing a form of blackmail. Rights and responsibilities of life insurance management must be retained in the companies."

3. Persistency ratios must be brought into line and maintained in harmony with sound business practice: Quality business alone is good for policyholder and industry; good public relations stems from persisting business; agents have an obligation to insist on having programs that are designed to provide more and better service to policyholders. "It is imperative that both companies and field forces act in concert to eliminate rewriting of new business at the expense of in-force business, whether within one company or between companies."

4. Broadening of education and training is essential: Expansion of LUTC life and health courses is imperative; extension of the CLU program is urgent; the projected LIAMA-GAMC cooperative course should be given active support with maximum enrollments; a closer liaison between the life industry and institutions of higher learning should be fostered, and every agent should help in this; agents, especially in college communities, should work closely with American Assn. of University Teachers of Insurance to promote a free exchange of ideas.

Urges Work For Unity

5. Confidence, respect and understanding between home office and field are essential, so each company official and each agent should contribute his utmost toward industry unity: Company growth tends to create a feeling of remoteness, necessitating more personal contact between management and field.

There is need for more dynamic home office policies around which field forces may rally. There is need for more uninhibited thinking and open discussion of industry problems leading to a positive attitude toward responsibilities at all levels.

6. The expansion of social security benefits to where they are thought a

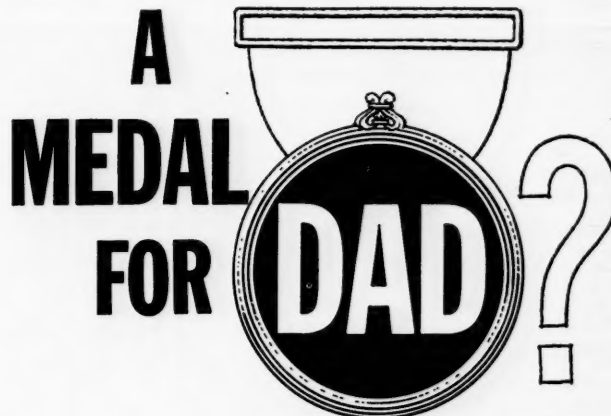
substitute for personal thrift and security is a disservice to the public: The courts have held social security to be not insurance and it's dishonest to lead them to think of it as insurance. NALU must remind people that though social security was originally a floor of security it is being used by certain politicians as a vote-buying device.

NALU should go on record against any program inducing people to become less dependent on themselves and lean more on the government. Programs like the Forand bill may put such a

load of debt on future generations that the plans may fall of their own weight.

7. Expansion of government into private-business areas is almost always against the public interest and needlessly costly to taxpayers: A "crash" program must be organized and held ready at NALU headquarters for prompt use to promote moves favorable to life insurance and counteract unfavorable ones. Strongest efforts should be asserted to keep promoting the free enterprise system. The economic fallacies in demands from special-interest

(CONTINUED ON PAGE 23)



It's about time, you'll agree, that the life insurance buyers—the good providers in our society, be recognized.

This ad, which is appearing in SATURDAY EVENING POST and LOOK, is a step in that direction. We want families to show Dad that he can, and should be as proud of planning for his family's future welfare as he is of providing for their current material wants.

So, we've devised a simple Foto-Folder to hold a picture of Dad, the family's good provider. Simple, yes, and admittedly sentimental. But it gives visible evidence to everyone of a family's appreciation of Dad . . . and lets those that see or hear of its presentation know that here indeed is a man of responsibility.

The public, we hope, will accept this move to honor Dad. At the same time, it may encourage more people to look to life insurance to complete their own image of being a good provider. In either event, our purpose and yours will have been well served.



no—but here's a way you can show

your good provider that you appreciate him!

Dad never asks to be decorated for "bringing home the bacon" every week, meeting the mortgage payments, or buying baby a new pair of shoes. And he didn't expect applause when he invested in those life insurance policies to help provide for his family's future. He did it because he wants to take complete care of his loved ones. Dads are like that.

But, Mother, wouldn't you like to show Dad in a very special way just how much you and your family really appreciate him? Of course you would, and here's how it can be done, simply and in a warm-hearted manner: Write for the Free handsome Foto-Folder (shown above) Ohio National Life is offering. Insert in it a photo of Dad. The legend on the bottom reads — "Our Good Provider."

Place the Foto-Folder on your bedroom bureau or in a prominent spot in the living room — and watch Dad's face glow with a smile of paternal pride.

For Your Free Foto-Folder, fill out and mail coupon.

AGENCY NAME
ADDRESS
Telephone Number

"OUR GOOD PROVIDER"

THE Ohio National Life
INSURANCE COMPANY, Box 537, Cincinnati 1, Ohio
Please mail me — Free, and without obligation — a "Good Provider" Foto-Folder.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Other Ohio National Life ads are appearing in NEWSWEEK and SPORTS ILLUSTRATED.

THE **Ohio National Life**
INSURANCE COMPANY · CINCINNATI
A MUTUAL COMPANY

Whipple & Co.
Sept. 20, 1960

Bid	Ask
79	81
31½	32½
13½	14½
42	43
50	52
19	20
367	377
150	154
68	70
68	71
18½	19½
41	42½
59	61
16½	17½
54½	56
206	212
111	114
12½	13
40½	42½
57	61
20	21
34½	36½
88	92
55	57
81	83
32	33
39	40
45	47
30	31

The Minuteman
Symbol of Success
to a fast-growing group
of General Agents

Old Republic
LIFE INSURANCE COMPANY
CHICAGO 1, ILLINOIS

NALU Drops Midyear, Effective 1962

(CONTINUED FROM PAGE 1)

Baltimore, declared that the national council was about to amputate one of NALU's vital organs.

"Anesthesia has already been administered," he warned, exhorting the members to consider the matter "a bit more thoroughly."

Several others spoke in the same vein, but not much was said in favor of the proposed amendment until a motion was made to defer action until the Chicago annual convention in 1962. (No reason was given for defer-

ring it for two years rather than one.) At that point Earle Patton, president of the California association, asserted that "we should take definite action NOW. Deferment has been too typical of NALU."

Nevertheless, the deferment motion got such a loud chorus of "ayes" that it seemed that the ayes had it. But the "noes" were even louder and more numerous. That left the amendment question up to the council for decision then and there.

On the voice vote, the predominance

of votes for discontinuing the midyear was close enough to make a standing vote necessary. There was a clear majority of standers in favor of discontinuing but in order to make certain that there was the two-thirds majority required for a vote on a constitutional amendment, President William S. Hendley Jr. said that in casting their votes for officers and trustees, which was the next order of business, each council member should write at the bottom of the ballot "discontinue" or "continue." The outcome was enough "discontinue" votes to pass the amendment abolishing the midyear after 1962.

The reason for delaying the abolition of the midyear until after the 1962 meeting is that commitments have already been made to hold the midyear in Ft. Lauderdale, Fla., in 1961 and in Memphis in 1962.

Reasons For Dropping Midyear

Though there are many who would like to hold on to the midyear, the majority seemed to agree that (1) it costs a good deal—usually about \$6,300 for just the direct expenses paid out by NALU headquarters; (2) it uses up a great deal of staff time that could be employed to better advantage; (3) abolition of the midyear would make it possible to concentrate on holding the best possible annual conventions.

The election was preceded by "campaign speeches" but with a different procedure from that used in the past. Instead of having "seconding speeches" by as many admirers as the candidate's campaign committee thought could be accommodated in the limited amount of time, only one seconder spoke, and then introduced the candidate himself, who used the rest of the time to give his views on how NALU should be run.

Less Boring For Council

This plan was less boring for the council members than having to listen to a series of extravagant encomiums for each candidate, but the number of candidates for contested posts—11 candidates for eight spots—meant that the late speakers knew they were talking to an audience that had already sat for quite a long time.

While the ballots were being counted, Dr. Louis I. Dublin, health and welfare consultant to Institute of Life Insurance, presented the public service awards to the local associations that had won them. These were listed in the second special convention issue of THE NATIONAL UNDERWRITER. At the conclusion, President Hendley presented to Dr. Dublin a citation for his long career in health and welfare work.

Lincoln National Dedication

Lincoln National Life will hold the formal dedication of its new home office building Oct. 9.

Dental Service, Inc. Formed

Dental Service Inc. has been organized at Portland, Ore. It will sell family memberships ranging from \$50 to \$75 a year which will entitle those covered to dental services at discounted rates from participating dentists.

A&H VICE PRESIDENT

Splendid opportunity in Sales Management with well established Southwestern company offering full line of A&H and Life. This position will entail recruiting and training of managers, supervision and promotion of A&H sales and assisting with Agency Staff projects, as well as other Agency functions. Prefer man with good knowledge of Life Insurance. Good salary. If you have success in recruiting, training and managing A&H sales forces, write in confidence and include a complete summary of your experience. Our associates are informed of this ad. Write Box T-71, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

Old Republic Has 17% Gain In First Half Of 1960

Insurance written by Old Republic Life in the six months ended June 30 reached a record \$1,514,891,261, 13% above the same 1959 period. Premium income rose to \$26,283,249 from \$23,375,856 in the six months of 1959. Net gain from operations increased 17% in 1960 to \$546,905, compared to a net gain of \$466,905 a year earlier.

Manufacturers Life has been licensed in Louisiana and New Mexico.

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

ACTUARIAL OPPORTUNITY

The Equitable Life Insurance Company of Washington, D. C. has opening for an Associate of the Society of Actuaries or for a Student who will attain this standing in the near future. This is a splendid opportunity for obtaining wide experience in a company with a program of expansion. Responsibility will not be confined to one department and possibility of advancements are excellent. Present professional standing and business experience will be given appropriate recognition in salary scale. Send reply with outline of experience and personal information to:

Robert C. Bailey
Vice-President and Actuary
Equitable Life Insurance Co.
3900 Wisconsin Avenue
Washington 16, D.C.

WANTED Non-Can A&S Underwriter

Progressive and rapidly expanding A&S Department of medium sized midwest company needs capable experienced non-can Underwriter.

Good opportunity, excellent potential, attractive salary. New modern non-can program bringing in more business than present staff can handle. Send resume to: Box T-74, The National Underwriter Company, 175 W. Jackson Blvd., Chicago 4, Illinois.

ACTUARY

We have an excellent opportunity for a Fellow to help build our rapidly growing life insurance company. This is a position of broad scope with plenty of challenge. Even if you are not looking for a change it may pay you to talk with us. Write:

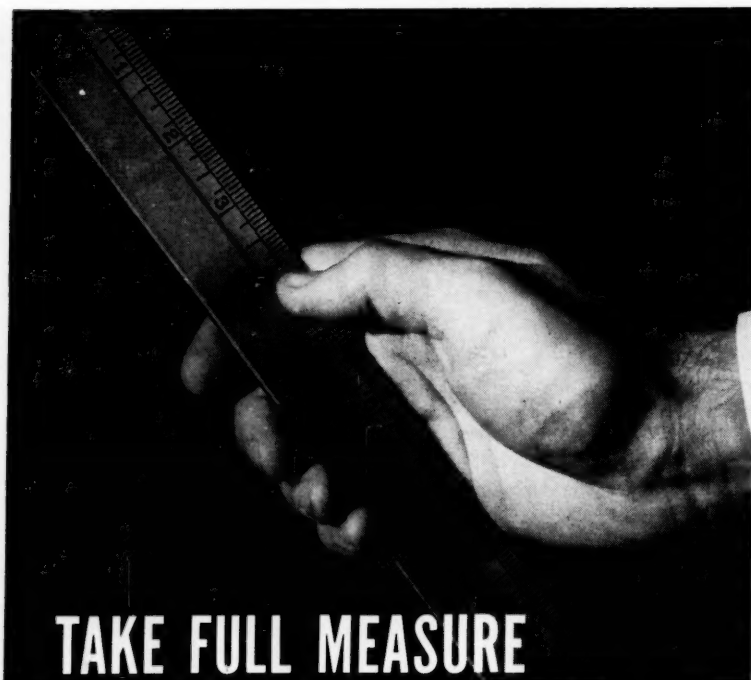
A. E. Archibald, F.S.A.
Executive Vice President

INVESTORS SYNDICATE LIFE
INSURANCE AND ANNUITY COMPANY
Investors Building Minneapolis 2, Minn.

LIFE INSURANCE COMPANY

Full or controlling interest can be purchased in well established and profitable company. Terms might be arranged. Individuals only considered. Box T-73, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

25 years sales including direct supervision, promotion and management. Last 7 years at agent, field supervisor, agency manager large Midwest Life, A&S company. College graduate. Desire position home office sales training and promotion. Write Box 1280, or phone 429-5174 or 877-2694, Decatur, Ill.



TAKE FULL MEASURE OF THE COMPANY YOU SEEK

NUMEROUS life insurance companies can boast of particular strong points and advantages. When embarking upon a General Agency career, your future will be happier and more rewarding if the company you select can "measure up" to these qualifications:

Earning Potential Protective Life's General Agents Agreement provides top commissions, overriding commissions, vested renewals, service fees and a liberal expense arrangement.

Competitive Position Protective Life meets competition on all forms of Ordinary Life policies, both Par and Non-Par, and on all types of Group Insurance.

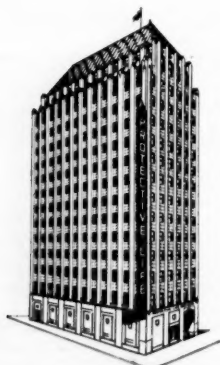
Stability Protective Life has \$114.43 of resources for each \$100.00 of liabilities.

Progressiveness Protective Life has an Audio-Visual Selling Program, Quantity Discount premium system, and writes such "special" coverages as Disability Income and Guaranteed Insurability.

Reputation Protective Life is now in its 53rd year of successful operation, has more than a billion dollars of life insurance in force and carries an "Excellent A-Plus" rating by independent authorities for the ranking of insurance companies.

Opportunity General Agency opportunities unlimited throughout the Southeast for experienced Agents doing well in life insurance business, yet somewhat impatient with prospects for future advancement.

Your inquiry is invited.



PROTECTIVE LIFE Insurance Company

Col. William J. Rushton, President
BIRMINGHAM, ALABAMA

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NALU President Has 11-Point Proposal

(CONTINUED FROM PAGE 21)

groups seeking special insurance treat-
ment must be fought.

8. Taxing of savings and penalizing of thrift should be vigorously opposed: Premium taxes should be used to improve insurance departments instead of regarded as general revenues. Policyholders should be asked to tell legislators about this at the next session. Taxing savings, as in the federal income tax on life companies, should be opposed. Agents should be on the alert against unreasonable license fees and the like.

Work Against Inflation

9. Inflation will continue to be a major problem until its causes are solved, so agents should do all they can to thwart inflationary pressures: NALU should support a balanced budget, federal and state; "certain people" should be helped to understand that "inflation is the cruellest tax of all," that it dilutes buying power to their personal detriment. Agents should play key roles in supporting sound anti-inflationary programs.

10. NALU should start a more dynamic public relations program, to include both members and the general public: It should popularize the true values of life insurance and agents' services. Almost all agents need to have their enthusiasm for cash-values life insurance and for their service rekindled. Better communication between companies and field is needed. More NALU leaders should visit the home offices and exchange views with agency officials.

Should Play Up Adviser Role

The agents' position as "family economic advisers" should be given ever-increasing emphasis. The public's attitude toward life insurance and the agent's services should be studied often to make certain the life industry, at all levels, is equipped to meet the needs and wants of the public.

NALU should more promptly and vigorously challenge with truth all representations written or spoken, based on false premises or half truths designed to deprecate the institution of life insurance and/or the agent. The life industry "has been passive too long for its own good; it has been less aggressive in protecting itself than almost every other profession or industry." It has every right to defend the institution, the markets, the agent's livelihood and his personal interests "and employ all moral and ethical means to this end."

11. NALU and life insurance have a major responsibility to finance an ever-increasing share of the future national industrial development and economic expansion of America: Life insurance is a traditional major source of funds. Future demands promise to far exceed funds available at present savings rates. If the agents fail to meet this responsibility, those seeking funds will be compelled to use other methods of financing, not the least dangerous of which is printing-press money.

Deaths

Dr. EDWARD J. CAMPBELL, 68, retired medical director of New York Life, died in New Rochelle, N. Y. Hospital after a long illness. He joined the company's medical staff in 1924.

Additional deaths on page 20

Some IRS Regulations Criticized By Companies

(CONTINUED FROM PAGE 1)

section of the statute relating to life insurance reserves, with the treatment of such funds under the section of the statute relating to pension plan reserves, and with the treatment of interest credited to such funds under the sections of the statute relating to interest paid.

The associations pointed out that one paragraph of the proposed regulations is subject to the construction that all unearned premiums and unpaid losses on non-cancellable life, health or accident policies are to be excluded from reserves and are to be taken into account only for the purpose of determining whether an insurance company is a life company. The associations termed this regulation "patently incorrect."

Unearned Premiums Mistreated

They point out that the statute expressly recognizes the existence of unearned premiums and unpaid losses which are included in life insurance reserves, and expressly provides for their treatment as life insurance reserves if they meet the standards of section 801 (B). Therefore, the proposed regulation is squarely inconsistent with the statutory provisions and is at odds with previous regulations relating to similar provisions in earlier statutes, the letter continued.

In addition, objections and comments were made in connection with the sections relating to non-cancellable life, health or accident insurance policies, guaranteed renewable life, health or accident insurance policies, life insurance reserves defined, reserves with respect to risks reinsured, reserves and liabilities that do not qualify as life insurance reserves, cancellable contracts and risks reinsured, mortgage origination fees, real estate expenses and taxes of shareholders paid by a corporation.

REINSURANCE

YOUR A & S FORM—

Whether it's old or new, novel or conventional, completed or still "in the works" — We are interested in it from a Reinsurer's point of view. Forty-five years in the A & S lab may have dug up an answer you need. Please ask for it!

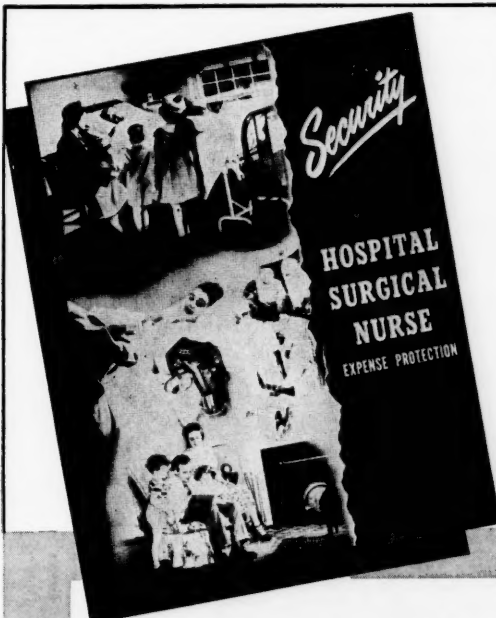
EMPLOYERS REINSURANCE CORPORATION

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NEW YORK
107 William St.

CHICAGO
175 W. Jackson

SAN FRANCISCO
100 Bush St.



LET'S END THE CONFUSION

Unless prospects know what we mean, we only confuse them. Aware of this costly problem, National Casualty makes sales aids available that are geared to the prospect's viewpoint. Yes—National meets the demands for modern sales methods and quality Disability Income, Hospital and Surgical coverages for the Individual, Family, Franchise or True Group case,

Guaranteed Renewable Policies Available!

Establish and build your own Direct Agency—highly attractive agency appointments in select territories now available. Write today for full particulars—Address: Accident & Health Div., National Casualty Company, Detroit 26, Mich.

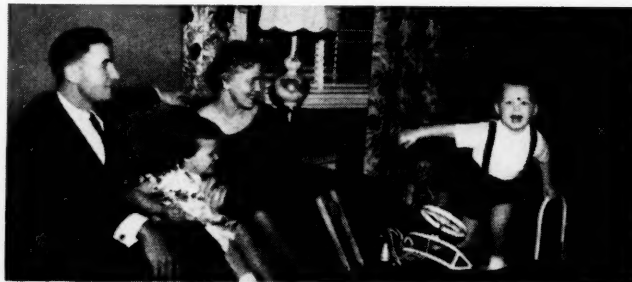
NATIONAL CASUALTY COMPANY

DETROIT 26, MICHIGAN

REMEMBER—IT'S EASIEST TO SELL THE BEST!

The Equitable Life of Jack Rooney in Seattle, Wash.

John H. Rooney, CLU, believes that only a devoted family man can serve other families well. Here, his daughter Jane and wife Mardie are getting a kick out of Jimmy and his Christmas fire engine. Jack and Mardie are both highly active in community affairs. They frequently serve as fund-raisers for various local organizations.



Jack gives talks regularly to the Army and Navy on V. A. benefits and government insurance. Here he discusses insurance with Navy Capt. F. R. Duborg, Chief of Staff of 13th Naval District.



As secretary of Seattle's L.U.A., he sits in at board meeting. Also active with Elks, Magnolia Community Club, and United Good Neighbors Fund.

Pleasure and business go together at the Washington Athletic Club. With Jack is client Joe Merrick, prominent Seattle attorney.



Starts out early every day for the Richard W. Berlin Agency downtown. Puts in a full day, and sells well over a million dollars annually. Is a life member of the Million Dollar Round Table.



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Tune in The Equitable's OUR AMERICAN HERITAGE, Friday, October 21, NBC-TV.